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*The Bank that Puts You First.*

## **First Bank & Trust Company Participates in Teach Children to Save Day**

**April 24, 2009** First Bank & Trust Company, a diversified financial services firm today announced the company's participation in Teach Children to Save Day. Teach Children to Save Day is an annual event held each April where local bankers visit area classrooms to teach the value of saving. April 21, 2009 was the date of this year's event. The event was introduced by the American Bankers Association Education Foundation in 1997. Since then, more than 60,000 bankers have reached over 2.8 million young people.

In the Tri-Cities region, First Bank & Trust participated with five local elementary schools, and reached 275 students. *"We welcome opportunities to help our young people enhance their financial literacy and consider it our responsibility to provide financial guidance and information to students. It's no secret that many youth develop spending habits long before they develop savings habits,"* stated Carolyn H. Church, Director of Training and Development at First Bank & Trust Company. *"Given the current economic challenges our country is facing, now is the time to build an army of savers and the Teach Children to Save program is a great way to start."*

The ABA Education Foundation called on bankers to teach lessons to 1 million students in 2009. By accomplishing this goal, bankers will almost double the 2008 goal of 540,000 young people.

For more information, visit the ABA website at [www.aba.com](http://www.aba.com)

### About First Bank & Trust Company

First Bank & Trust Company, one of the top community banks in the United States, is a diversified financial services firm with office locations in southwest Virginia, northeast Tennessee, and New River and Shenandoah Valleys. Financial objectives are addressed by offering free checking products for personal and business accounts, and assessing lending solutions managed by mortgage, agricultural and commercial lending divisions. Comprehensive financial solutions are available through trust and brokerage service representatives.

For more information about First Bank & Trust, visit [www.firstbank.com](http://www.firstbank.com) or contact Nicole Franks [nfranks@firstbank.com](mailto:nfranks@firstbank.com)