

## Fidelity Bank Sponsors Schools, Teachers and Students of Luzerne County



William Fennie III, CFA, Vice President & Trust Investment Officer, and Daniel J. Santaniello, President and Chief Executive Officer excited to share that their business will award the student with the highest portfolio in the Fidelity Bank/Luzerne County Stock Market Challenge a brand new Chromebook in addition to the regular student and teacher prizes.

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The Pennsylvania Council on Financial Literacy, through Brighter Financial Futures, is proud to announce that thanks to the generous sponsorship of Fidelity Bank, all students in grades 3-12 can have full access to the Personal Finance Lab, free of charge. This world-class, web-based stock simulation platform and curriculum includes the Personal Budgeting Game, Online Learning with certifications in Personal Finance and Investing 101, plus the Stock Market Challenge. This cutting-edge, real-time stock market game is derived from Stock-Trak's University Platform, which is used in over 80% of the top business schools in the United States.

Essentially, we went from 2 ten-week stock games to 4 quarter semester and 2 full semester programs with competitions. The 4 quarter semester programs are held in early fall, late fall, early spring and late spring. Now students can learn by using the curriculum, courses, trading and the budget simulation. The platform provides lessons, assignments and grading for seamless teacher management, as well as the superior gamification of the Stock Market Challenge and the Personal Budgeting Program.

The competitions are held in the classroom, both county-wide and state-wide. The next big Stock Market Challenge and Personal Budgeting Competition begins on February 14<sup>th</sup>, and area schools can sign up at [www.penncfl.org](http://www.penncfl.org).

Fidelity Bank has built a strong history as trusted advisors to customers served, and is proud to be an active member of the communities it serves. With 25 retail community banking offices in Northeast and Eastern Pennsylvania, Fidelity Bank offers full-service Trust & Investment Departments, a mortgage center, and an array of personal and business banking products and services. The Bank provides 24 hour, 7 day a week service to customers through a variety of digital banking tools, branch offices, online at [www.bankatfidelity.com](http://www.bankatfidelity.com), and through the Customer Care Center at 1-800-388-4380.

Pennsylvania Council on Financial Literacy (PennCFL) is a 501(c)3 organization and approved by Pennsylvania's Department of Community & Economic Development as an Educational Improvement Organization. PennCFL sponsors financial competitions and entrepreneurial programs resulting in over 20,000 student registrations in Pennsylvania. Training and support are provided to hundreds of teachers.

Our mission is to provide K-12 students with economics, personal finance and entrepreneurship skills that elevate their standard of living, quality of life and professional success. We showcase exceptional talent from business, education and government.

Our entrepreneurship program, Dream-Learn-Pitch, allows students to learn through our online curriculum, at hybrid Dream, Learn and Pitch conferences or independently with their teachers. Students can upload their Elevator Pitch to win prizes up to \$10,000 and additionally, up to \$40,000 in college scholarships. See [www.dreamlearnpitch.org](http://www.dreamlearnpitch.org) for details.

Our goal is to be the leader in K-12 financial literacy and entrepreneurship education. For additional information, please contact PennCFL President Alan Dakey at [ADakey@PennCFL.org](mailto:ADakey@PennCFL.org) or Vice President Carolyn Shirk at [CShirk@PennCFL.org](mailto:CShirk@PennCFL.org), call 570-975-5149, or visit us at [DreamLearnPitch.org](http://DreamLearnPitch.org) or [PennCFL.org](http://PennCFL.org).