

## Sunbury Motor Company & Lion Country KIA Sponsors Seven County Regional Personal Budgeting Challenge

FOR IMMEDIATE RELEASE  
February 2023

Contact: Eric Attinger | 570-556-7913 or Carolyn Shirk | 570-975-5149



Tom Mertz, Owner of Sunbury Motor Company, and Austin Martins, Manager of Sunbury Motor Company are excited to share that their business will award the best two students with the highest scores in the Sunbury Motor Company Personal Budgeting Challenge brand-new Chromebooks in addition to the regular student and teacher prizes.

The Pennsylvania Council on Financial Literacy, through Brighter Financial Futures, is proud to announce that thanks to the generous sponsorship of Sunbury Motor Company, all students in grades 3-12 can have full access to the Personal Budgeting Challenge, free of charge. This world-class, web-based budgeting simulation platform and curriculum includes all the lessons embedded helping strained teachers more than ever. There are seven competitions per year, with the biggest one, beginning on Feb 13<sup>th</sup>, four quarter semester programs and two full semester programs.

Our Budget Game is an educational tool that teaches students about paying bills, building net worth, and managing their credit score, all while balancing their quality of life. The game is designed to be engaging and interactive, making it a fun and effective way for students to learn about managing their money. As a sponsor, you would be supporting an important educational tool that can help students gain valuable life skills.

The competitions are held in the classroom, both county-wide, regional and state-wide. The next big Personal Budgeting Competition began on February 13<sup>th</sup> and area schools can sign up at [www.penncfl.org](http://www.penncfl.org). More information about The Sunbury Motors Company Personal Budget Competitions can be found at <https://www.penncfl.org/sunburymotorscompany> (finishing)

Sunbury Motor Inc is owned and operated in the Mertz family since 1915. In 1915, J.O. Mertz started selling Model T Fords in Northumberland as a sub-dealer for the Ford Motor Company. Ten years later, Mertz purchased the Ford dealership in Sunbury, establishing Sunbury Motor Company. For more information visit [sunburymotor.com](http://sunburymotor.com). The News-Item celebrated its 50th anniversary in 2018. It was Oct. 1, 1968, when the Shamokin News-Dispatch merged with the Mount Carmel Item to create The News-Item.

Our history runs much deeper than that, of course, all the way back to the late 1800s. The Shamokin Semitar was published every Saturday in 1892 and was the first publication of J. Frank Hoover, who founded the News Publishing and

Printing Co. On Sept. 18, 1933, Hoover merged his Shamokin Daily News with the Shamokin Dispatch to form the Shamokin News-Dispatch. John H. Reid, Hoover's grandson, became publisher of the News-Dispatch in 1961, and president of the company in 1971. On Oct. 1, 1985, nearly a century after J. Frank Hoover founded the News Publishing and Printing Co., the Reid family sold the firm to Thomson Newspaper Group. After about 12 years of Thomson ownership, the company would find another new family: Times Shamrock Communications. The Scranton-based company, publisher of The Times-Tribune in its home city, took ownership of The News-Item in January 1997. Times Shamrock would sell The News-Item on Oct. 1, 2015, to Sample Media Group, the current owner. The News-Item continues to serve Shamokin, Coal Township, Mount Carmel, Kulpmont, Trevorton, Elysburg, Herndon, Ashland and surrounding communities in Northumberland, Columbia and Schuylkill counties. We are driven by the knowledge that a newspaper remains an important asset in the community, and we remain committed to serving our readers with news, sports, advertising and other vital community information.

The Pennsylvania Council on Financial Literacy (PennCFL) exists to prepare the next generation to rise up! Many in society today suffer financially due to the lack of financial management skills & a "minimum wage" mindset. We strive to change the future by offering all Pennsylvania students in grades K -12 with Personal Finance education, a Stock Market & Personal Budgeting game, along with Entrepreneurship skills that will help them thrive in the workforce & in life. PennCFL is a 501(c)3 organization and approved by Pennsylvania's Department of Community & Economic Development as an Educational Improvement Organization. The PennCFL competitions and programs result in over 20,000 student registrations in Pennsylvania. Training and support are provided to hundreds of teachers. We showcase exceptional talent from business, education and government.

Our entrepreneurship program, Dream-Learn-Pitch, allows students to learn through our online curriculum, at our entrepreneurship 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 Pennsylvania College of Technology scholarships. See [www.dreamlearnpitch.org/terms--conditions](http://www.dreamlearnpitch.org/terms--conditions) for details.

For more information, please contact Vice President Carolyn Shirk at [CShirk@PennCFL.org](mailto:CShirk@PennCFL.org) / 570- 975-5149 or Chief Communications Officer Eric Attinger at [EAttinger@PennCFL.org](mailto:EAttinger@PennCFL.org) / 570-556-7913 .