



American
Bankers
Association

Building Success. Together.

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Every October, the American Bankers Association sponsors its Get Smart About Credit program. This is a national effort to educate young adults about using credit wisely, saving and paying for college and preventing identity theft, among other topics.

In an environment of partisanship, teaching our kids about credit is a bipartisan effort that we can all support. That is why over 2,500 bankers around the country and in your district participated last year in teaching over 95,000 students the important lessons of responsible use of credit.

This year, I invite you to join a local banker to teach these lessons at a school or community group in your home district. Your participation would bring much needed attention to the Get Smart About Credit program, as well as convey the importance of financial education.

In addition to classroom lessons, ABA will host a Twitter Chat on Thursday, October 17th, from 2 p.m. to 5 p.m. We lined up experts to answer students' tough questions about credit. We invite you and your communications staff to join the conversation online by following #GetSmartChat.

Whether you join a banker in your district, participate in ABA's Twitter Chat or both, programs like Get Smart About Credit are essential to ensuring the financial success of our nation's future—a view that I am sure you share. Let's continue to invest in future generations, together.

To connect with a participating bank in your district or for more information, please call Erin Scheithe, ABA's vice president, political advocacy and grassroots, at 202-663-5436.

Sincerely,

A handwritten signature in black ink that reads "Frank Keating".

Frank Keating
President and CEO
American Bankers Association