

**Link Foundation
Sponsors Financial Literacy Programs for
Students of Lancaster County**



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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 the Link Foundation, all students in grades 3-12 in Lancaster County can have full access to the Personal Finance Lab, free of charge. This world-class, web-based simulation platform and curriculum includes the Personal Budgeting Game and Online Learning with certifications in Personal Finance and Investing 101.

We now offer 4 quarter semester and 2 full semester programs with competitions. Students can learn by using the budget simulation, the curriculum, courses, and trading. The platform provides lessons, assignments and grading for seamless teacher management as well as the superior gamification of the Personal Budgeting Challenge.

The competitions are held in the classroom, both county-wide and state-wide. Schools can sign up for the next Personal Budgeting Competition and find more information about the Link Foundation Budget Competitions at www.penncfl.org

The LINK Foundation was created and launched with a focus and drive to positively impact the community. The founding shareholders desired to create an avenue for continually evaluating and supporting the greatest needs in our region. In response, LINKBANK and the LINK Foundation were created with a mission to empower positive impact on clients, employees, and the communities across South Central Pennsylvania.

Established as a separate legal entity and with a distinct Board of Directors, the LINK Foundation is moving forward on a commitment to give back and strengthen the communities we serve. The Foundation's funding initiatives are focused on three pillars: developing future leaders, promoting financial literacy and fortifying personal growth, – pillars that emulate the shared mission of LINKBANK.

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 Personal Budgeting & Stock Market 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 college scholarships. See www.dreamlearnpitch.org/terms--conditions for details.

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