



# NEWS

## **RBC PARTNERS WITH JUNIOR ACHIEVEMENT TO PROMOTE FINANCIAL LITERACY**

*October 29, 2013:* RBC Royal Bank, in partnership with Junior Achievement Jamaica (JAJ), recently concluded the final component in its financial literacy programme, the RBC Financial Literacy Essay competition, which challenged hundreds of students from 13 high schools island wide to write on the topic ‘What does financial literacy mean to you? Discuss its importance to youth.’

Tashika Jones of Merl Grove High School, St Andrew, and Kadeja Lewis of Manchester High, Manchester, tied for first place prize; Camile Moulton of the Newell High, St Elizabeth, second; and Dravid Hewitt of Green Pond High in Montego Bay, St James, third.

The students won cash prizes in the form of RBC savings accounts as well as individual trophies which were presented to them at their schools by representatives from RBC Royal Bank and Junior Achievement.

RBC’s Managing Director Roger Cogle in sharing the bank’s vision behind the programme said, “RBC Royal Bank is a strong advocate of financial literacy for people of all ages. We congratulate all the students who took part in the RBC/JAJ Financial Literacy Programme.”

“We hope that by putting into practice the importance of planning, goal setting and how to make personal financial decisions, the students will continue to further develop the skills needed to realise their potential in today’s global environment,” Cogle added.

In her essay, first place co-winner, Jones, wrote, “It (financial literacy) is important to me because it helps me to be responsible, it is also important to other youths as it teaches them how to budget, save and invest.

“An increase in the number of students who budget will ensure the country’s future is in the hands of people who strive to be financially secure,” Jones added.

As a financial service provider, RBC Royal Bank has funded financial literacy programmes with Junior Achievement Jamaica in excess of \$1 million for the past three years.

“We believe that this partnership is a good opportunity to adopt more of a leadership role within the community. It will allow us to become more actively involved as we develop a

robust spirit of entrepreneurship, financial literacy and work readiness in our nation's high school students," Cogle said.

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Tashika Jones (third left) of Merl Grove High School was presented with a trophy and prize for placing first in the RBC Financial Literacy Essay Competition. Joining her (from left to right) are RBC volunteers, Venesa Cuffe, Melissa Joseph and Dionie Smith from the Half Way Tree Branch who were facilitators and teachers in the RBC/JAJ Financial Literacy programme.