



FOR IMMEDIATE RELEASE

For more information, contact:
Jacqueline Dolly
Junior Achievement of New York
212-907-0046
jdolly@jany.org

Brandi Collins
HSBC
224-544-3285
Brandi.j.collins@us.hsc.com

PROVEN FINANCIAL LITERACY PROGRAMME FOR YOUNG CHILDREN COMES TO NYC AND LONG ISLAND SCHOOLS

HSBC/Junior Achievement partner to teach students money-management skills.

NEW YORK, NY, USA: Friday, April 8, 2011—A joint effort by two local organizations will help equip children as young as seven years old with the financial literacy skills they need to make wise decisions later in life about spending and saving money. For the third year of this successful partnership, HSBC Bank USA and Junior Achievement of New York will bring the innovative *JA More than Money*® program to more than 500 local Jackson Heights, Queens-based, PS 212 elementary school students. Through the HSBC Global Initiative—*JA More than Money*, in just two years more than 110,000 young people around the world have received relevant financial education that will help them embrace the opportunities of the 21st-century economy.

JA More than Money teaches primary school students about earning, spending, sharing and saving money and starts to prepare them for the world of work. When assessed by an independent evaluator in 2007, results showed conclusively that the students (ages 7-11) who participated in this curriculum in the United States demonstrated significantly greater knowledge and retention of financial concepts, compared to their non-participating peers.

"We need to reach children early and provide the tools that will help them make wise decisions about money," said Diane D'Erasmus, EVP of Commercial Banking, HSBC Bank USA, N. A. "The concepts of financial literacy can be reinforced and built upon as these young students become adults and are faced with important financial decisions."

Local HSBC employees have so far volunteered to teach *JA More than Money* at PS 282 Park Slope, and will be serving other students in New York City and Long Island this spring. In the first two years of this global initiative, nearly 4,000 HSBC employees worldwide have helped young people in 32 countries develop money management skills, and the volunteers are backed by direct program support that has increased over four years to \$5.5 million. “To become financially literate, children need the opportunity to acquire financial knowledge over time – knowledge that is commensurate with their age and ability,” said Joseph Peri, president of JA New York. “*JA More than Money* is a first step toward achieving a healthy relationship with money and toward children learning how to take control of their own future economic success.”

#

About Junior Achievement of New York

For more than 80 years, Junior Achievement of New York (JA New York) has delivered economic education and empowerment programs to NYC and Long Island students. Through a dedicated volunteer network of corporate and community individuals, JA New York provides high-quality K-12 in-school, after-school, and summer educational programs. JA New York is the New York affiliate of Junior Achievement Worldwide, the world’s largest and fastest-growing organization dedicated to inspiring and preparing young people to succeed in a global economy. JA educational programs impact important societal issues including youth development, economic development, and education reform, and focus on three key content areas: work readiness, entrepreneurship, and financial literacy. For more information about JA New York and its programs, [Follow us on Twitter](#); [Join us on Linked In](#); [Like us on Facebook](#), or visit our website: www.jany.org

About Junior Achievement® (JA)

Junior Achievement is the world’s largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 126 individual area operations reach more than four million students in the United States, with an additional 5.7 million students served by operations in 122 other countries worldwide. For more information, visit www.ja.org.

About HSBC and JA Worldwide®

HSBC and JA Worldwide have a long-standing relationship. The two organizations have collaborated, for example, for 65 years in the United States and more than 25 years in the United Kingdom, where JA Worldwide operates as Young Enterprise. These links are strengthened further in six regions of the world through the participation of an HSBC senior executive on each of JA Worldwide’s Regional Operating Center boards.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 7,500 offices in 87 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of \$2,455 billion at 31 December 2010, HSBC is one of the world’s largest banking and financial services organizations. HSBC is marketed worldwide as “the world’s local bank.”

#