

# Be Money \$mart

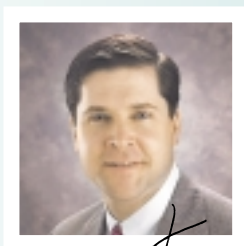
Dear Parent or Guardian:

Financial security for our family is a goal that we all share. Thanks to a \$500,000 grant from Chase and millions of dollars in contributions from generous corporations, individuals, and foundations, Junior Achievement now offers your children Chase Finance Park, a highly-effective new program that teaches the basics of personal money management.

During the past few months, we have invited educators, parents and community leaders to visit Chase Finance Park, which is in the new JA Free Enterprise Center. Almost every visiting adult has said, "I wish this had been here when I was young."

Most adults will admit that they learn how to manage their money by trial and error, with the errors being painful. It doesn't have to be that way for your children.

Junior Achievement is grateful to the Courier-Journal for printing and distributing this supplement which will help you to learn more about Chase Finance Park and JA's other exciting programs. Together, we can create a successful financial future for our children.



Phil Poindexter  
Chair, Board of Directors  
Junior Achievement  
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# 2005 Mayor's DOLLAR WISE Campaign

Mayors across the country will celebrate "DOLLAR WISE" week from September 26-October 1, 2005 to promote the Mayors' National DOLLAR WISE Campaign: Financial Education for America, established through The United States Conference of Mayors. Mayor Jerry Abramson and his fellow mayors recognize that financial illiteracy is a national problem that needs to be addressed, and have established the "DOLLAR WISE" campaign to educate citizens about personal and household financial literacy.

"Becoming financially literate is a long-term process that, for many people, requires assistance from institutions outside the home," said Mayor Abramson. "Our goal is to help consumers make informed choices about their finances."

The kickoff event took place at Junior Achievement's Chase Finance Park this week, as eighth-grade students from Barrett and Bluegrass middle schools participated in the program. The Mayor held a press event describing the planned "DOLLAR WISE" campaign activities, which include asset-building workshops.

"It's important for residents young and old to learn solid financial skills - because these are lessons that will last a lifetime," said Mayor Abramson. "That's why I'm so pleased my own son had a chance to participate in a unique learning experience at Junior Achievement's Chase Finance Park."

Junior Achievement applauds Mayor Abramson for bringing to the public's attention the need to improve our financial skills. As he so correctly explained, "Improved financial literacy will result in a higher standard of living and more stability in our region."

Read on for more information about Junior Achievement's programs that teach children the economics of life.

The United States Conference of Mayors  
*usmayors.org*



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