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The PrivateBank Delivers Financial Literacy to Students

CHICAGO, November 21, 2014 – More than 450 volunteers from The PrivateBank visited schools in Chicago, Atlanta, Detroit, Milwaukee and St. Louis to teach important lessons in financial literacy as part of its annual All-Team Volunteer Day.

Fewer than 20 percent of American 15-year-olds understand much about finance beyond knowing the difference between “needs” and “wants,” according to a report this year from the Organization for Economic Cooperation and Development. For that reason, The PrivateBank focuses its annual volunteer event on bringing easy-to-understand financial literacy lessons to the classroom.

“An important part of The PrivateBank mission is to promote stability in our communities,” said Larry D. Richman, President and Chief Executive Officer, The PrivateBank. “Teaching children smart money habits while they are young will translate into smart money decisions as adults. Solid financial footing is the first step in creating strong and vibrant neighborhoods. Plus, our team members really enjoy spending a day in the schools and interacting with the kids, knowing they are making a difference in these young lives.”

In Chicago, The PrivateBank partnered with the Big Shoulders Fund for the third year in a row to bring the Money Savvy Generation program to students. Nearly 400 volunteers taught the financial education curriculum to upwards of 3,000 students in 19 schools. Similar events also took place in Atlanta, Detroit, Milwaukee and St. Louis, sending an additional 58 volunteers to classrooms.

“Partnering with The PrivateBank and Money Savvy Generation is a tremendous opportunity for Big Shoulders Fund students,” said Joshua Hale, President and Chief Executive Officer, Big Shoulders Fund. “It not only provides students with tools to help them make sound financial decisions, but also provides teachers with a nationally recognized financial literacy curriculum. This supports all of our collective efforts to set students up for future success. We enthusiastically welcome The PrivateBank volunteers into Big Shoulders Fund schools to launch this program.”

About The PrivateBank

The PrivateBank is a part of PrivateBancorp, Inc., and delivers customized business and personal financial services to middle-market companies, as well as business owners, executives, entrepreneurs and families in all of the markets and communities it serves. As of September 30, 2014, the company had 34 offices in 10 states and \$15.2 billion in assets. The company’s website is www.theprivatebank.com.

About Big Shoulders Fund

Big Shoulders Fund was founded in 1986 by business leaders to provide assistance for the inner-city Catholic schools in Chicago. To date, Big Shoulders Fund has raised nearly \$250 million, which has been used to help defray tuition and operating costs at 75 inner-city elementary and 15 secondary schools, and to assist with capital and other program enhancements at these schools. Eighty-eight percent of students that graduate with Big Shoulders renewable scholarships enroll in college the following year, ahead of city, state and national averages.

The Fund is a private, 501(c) (3) non-profit entity that receives and distributes privately raised contributions to inner-city Catholic schools with demonstrated need. For more information, visit www.bigshouldersfund.org or call 312-751-8337.

About Money Savvy Generation

Money Savvy Generation is the leader in financial education for elementary school students. Their award-winning curricula and products are used globally in multiple languages by teachers, students, parents and others interested in financial literacy for youth. For more information, please visit the Money Savvy Generation web site at www.msgen.com.

Participating Chicago Schools:

St. Florian, 13110 S. Baltimore
Sacred Heart, 2926 E. 96th St
St. John de la Salle, 10212 S. Vernon
St. Ethelreda, 8734 S. Paulina
St. Ferdinand, 3131 N. Mason
St. Bruno, 4839 S. Harding
St. Columbanus, 7120 S. Calumet
St. Phillip Neri, 2110 E. 72nd St.
St. Sabina, 7801 S. Troop
St. Thomas the Apostle, 5467 S. Woodlawn
Maternity BVM, 1537 N. Lawndale
Our Lady of Grace, 2446 N. Ridgeway
St. Catherine/St. Lucy, 27 Washington, Oak Park
St. Elizabeth, 4052 S. Wabash
Our Lady of Tepayac, 2235 S. Albany
Santa Lucia, 3017 S. Wells
St. Terese, 247 W. 23rd Street
St. Mary of the Angels, 1810 N. Hermitage
St. Helen, 2347 W. Augusta