



# CFSB

COMMUNITY FINANCIAL SERVICES BANK

LAUNCHES

## The Centsables®

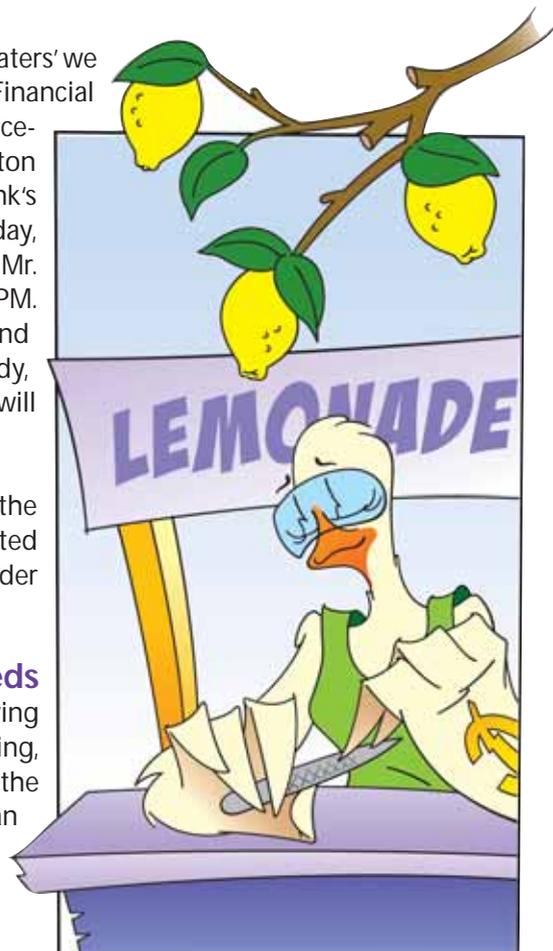
A FINANCIAL LITERACY PROJECT

**O**n our cover this month are the most adorable 'Trick or Treaters' we could find; all are children of employees at Community Financial Services Bank (CFSB). Our doctor is Logan Parker, the policeman is Tanner Siegle, the soldier is Pryor Lamb, the scarecrow is Dalton Warmath and Hayden Orr is Batman. They are ready for the bank's annual Kids Club Halloween Party and Costume Contest on Thursday, October 29th. This fabulous party is being held at its usual location, Mr. Gatti's Pizza, 292 US Highway 68 E. The party will be held from 5 – 7 PM. It is open to any child who is a member of the CFSB Kids Club and admission is \$20 in Monster Bucks. All the pizza you can eat, free candy, and a chance to win tokens from GattiLand! The costume judging will take place at 6 PM with prizes awarded for best costume.

After the party is over, head over to Marshall County High School as the Marshall County Marshals and Lady Marshals hosts its annual Haunted House of Hoops on October 29th, from 6 – 8 PM at Reed Conder Gymnasium at MCHS. More free candy!!

### **CFSB is growing to meet its customer's financial needs**

On April 16, 1890, the Bank of Benton was founded and began serving the financial needs of areas communities. From this humble beginning, CFSB has not only grown financially to more than \$400 million, but the bank itself has become an institution in Marshall County. What began as a single branch located on the Benton Court Square has blossomed to five locations throughout Marshall County, a branch on



'This article is paid advertising and the information contained therein is provided by the featured individual or business. They are solely responsible for its accuracy.'

**THE CENTSABLES ARE SIX BANK EMPLOYEES BY DAY AND SUPERHEROES BY CHOICE, HELPING KIDS UNDERSTAND THE CONCEPT OF MONEY AND ITS IMPORTANCE THROUGHOUT THEIR LIFETIMES, WHILE TEACHING POSITIVE VALUES.**



In Education) inserts, school study guides including teacher lesson plans, an animated television series, and extensive merchandising including collectible action figures, games, trading cards, clothing and other licensed products.

Park Avenue in Paducah, and another on Main Street in Murray. Under the direction of CEO Frank J. Nichols and President Betsy Hudson, Community Financial Services Bank continues to strive for the future and is poised for further growth..

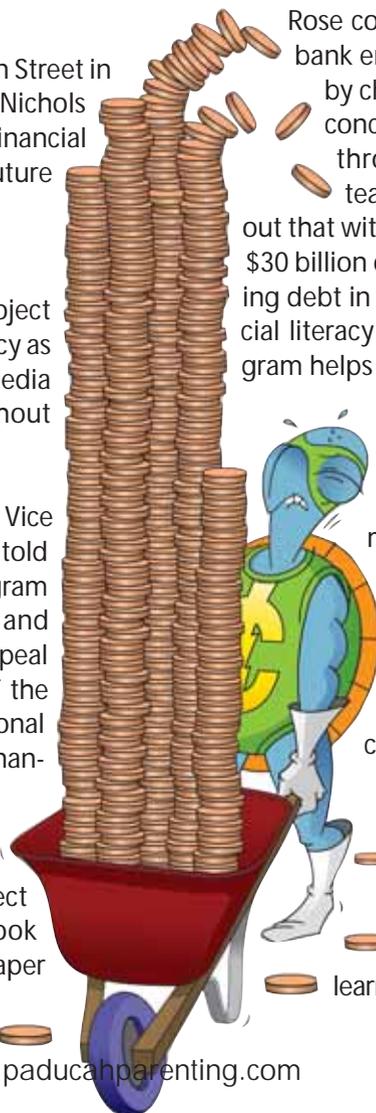
### The CENTSABLES

CFSB is excited to launch a unique new project geared to teaching kids about financial literacy as well as life's values has launched a multi-media platform at with seven locations throughout Western Kentucky.

"It was an easy decision for us," Assistant Vice President/Director of Marketing Jeremy Rose told Paducah Parenting. "The CENTSABLES program reinforces our commitment to support and enhance our customers' financial lives. The appeal of these characters to kids, the creativity of the concept, the quality and variety of promotional materials, make this the most effective kids' financial literacy program we have come across."

The CENTSABLES combine entertainment with education. Components of the project include an interactive website, comic book series, banking program for kids, NIE (Newspaper

"In times like these, we really need heroes," Rose continued. "The CENTSABLES are six bank employees by day and superheroes by choice, helping kids understand the concept of money and its importance throughout their lifetimes, while teaching positive values." He points out that with today's kids spending more than \$30 billion on purchases each year, and accruing debt in record amounts, promoting financial literacy is a priority. "The Centsables program helps us fill that need," explains Rose.



THE CENTSABLES website, [www.centsables.com](http://www.centsables.com), enables kids to explore the concepts of money, how value is determined, basic economics and investing, without being too technical to understand. Using activity pages and downloadable forms, children can master banking skills such as check-writing and budgeting, preparing deposit slips and earning money. The site features action-comics based on the animated television series, an informative parent link, plus exercises and games that reinforce learning and keep kids coming back.

The Kids' Banking Program encourages saving and good financial management, providing youngsters with their own interest-bearing savings accounts, plus CENTSABLES prizes and collectibles as their savings grow. The classroom component leverages website material into downloadable lesson plans that are in alignment with national educational standards for mathematics. The program includes a teacher resource kit, posters for the classrooms, comic books, calculators and other student handouts.

The animated series, targeted to kids 6-11, features six super-hero friends who through their everyday adventures and examples teach sound fiscal responsibility and positive behavior. When villains like Creditor and Liquidator threaten the kids of Centsinnati, the CENTSABLES leap into action, fighting evil-doers with abilities that include super speed and powers over water and wind. Storylines highlight the Centsables' diversity and model prosocial behaviors. Narration for the series is being provided by ADAM WEST of Batman fame. The series will meet FCC educational and informational guidelines. "We are proud and excited to be offering this timely program. And we think it will greatly support our efforts to give our customers the knowledge and skills they need to make smart financial choices and sound life decisions throughout their lives," Rose said.

For more information, stop by any CFSB Banking Center with two locations in Benton, as well as locations in Calvert City, Draffenville, Aurora, Paducah, and Murray. You may also contact CFSB by calling 1-888-226-5669 or visit their website at [www.yourlifeyourbank.com](http://www.yourlifeyourbank.com). ✦

