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Valley National Bank and w!se Team Up for Financial Literacy Classes at Newark Collegiate Academy

NEW YORK, N.Y. – Working in Support of Education (w!se) recently arranged for volunteers from Valley National Bank to deliver a classroom presentation on personal finance to students at Newark Collegiate Academy in Newark, NJ.

Twelve representatives from the bank visited the school and presented to six classes of 10th grade students. Their presentations focused on “Paying for College.” Students learned about the importance of making realistic plans to finance their education and the resources that can help them make the right decision for their circumstances and ability to pay. They worked interactively with the volunteers and performed activities to illustrate the decision-making process on how to pay for college. They also learned about the financial aid options available to them and the reality of student loan debt. The 130+ students received certificates of completion from the bank.

“We are very grateful to Valley National Bank and its staff for their time and support,” commented Phyllis Frankfort Perillo, w!se’s President and CEO. “They provided a wealth of knowledge to the young people at the school that will help them address this important and growing issue,” she added.

Vice President and CRA & Community Development Officer, Ryan de France, who coordinated the visit commented, “By providing these financial literacy presentations Valley National Bank is empowering young people to make good financial decisions as they plan to go to college. Our goal is to prepare these 10th graders for the many life decisions they will make over the course of their personal, educational and professional lives.”

The bank has delivered similar personal finance presentations at John Dewey in New York City and Long Branch High School in New Jersey. The bank also sponsors the w!se Financial Literacy Certification Program at Cascades High School, Flushing High School, Queens High School, John Dewey High School in New York City and at Newark Collegiate Academy and Culinary Arts, Hospitality and Tourism School in New Jersey.

About Valley National Bancorp

Valley National Bancorp is a regional bank holding company headquartered in Wayne, New Jersey with over \$19 billion in assets. Its principal subsidiary, Valley National Bank, currently operates 224 branch locations serving 24 counties throughout northern and central New Jersey, the NYC boroughs of Manhattan, Brooklyn, Queens and Long Island, and southeast and central Florida. Valley National Bank is one of the largest commercial banks headquartered in New Jersey and is committed to providing the most convenient service, the latest in product innovations and an experienced and knowledgeable staff with a high priority on friendly customer service 24 hours a day, 7 days a week. For more information about Valley National Bank and its products and services, please visit www.valleynationalbank.com.

About w!se

Working in Support of Education (W!SE) is a leading educational nonprofit based in New York City with a mission to improve the lives of young people and at-risk adults through programs that develop financial literacy and readiness for college and the workforce. Our initiatives are built on the five pillars of relevancy, real-world experiences, strong partnerships, volunteerism and assessment. At the heart of our offerings is a family of financial literacy initiatives, comprising the Financial Literacy Certification for high school students, the Certification in Personal Finance for educators and the MoneyW!SE program for survivors of domestic violence. These programs differ in scope and target audience, but all share a common thread – the administration of our standardized assessment of personal finance knowledge and a certification for those who master the subject matter.

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