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**PROVEN FINANCIAL LITERACY PROGRAMME FOR YOUNG CHILDREN  
COMES TO ARMENIA SCHOOLS**

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

*Yerevan, Armenia* — A joint effort by two local organisations 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 and Junior Achievement of Armenia will bring the innovative *JA More than Money*<sup>®</sup> programme to more than 1500 local students beginning this spring. 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 21<sup>st</sup>-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 Mariam Adamyan. “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 volunteered to teach *JA More than Money* at Yerevan # 21, 23, # 35, # 52, # 67, # 78, # 90, # 106, # 150, # 161, Ashtarak # 2, # 3, # 5, # 7, Arshaluys, Metsamor # 2, Araqs, Tsiatsan, Artashat # 5, Ararat # 2, Masis # 3, Surenavan, Ranchpar, Mrgavan and Qaghtsrashen. 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. As a result of the HSBC/Junior Achievement partnership's success in improving financial literacy, HSBC has increased programme funding over four years to \$5.5 million, with plans to expand implementation to as many as 45 locations in 42 countries.

“To become financially literate, children need the opportunity to acquire financial knowledge over time — knowledge that is commensurate with their age and ability,” said Armine K. Hovannisian, Executive Director, Junior Achievement of Armenia.. “*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 HSBC and JA Worldwide®**

HSBC and JA Worldwide have a long-standing relationship. The two organisations 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 8,000 offices in 87 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,418 billion at 30 June 2010, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

#### **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](http://www.ja.org).

#### **About Junior Achievement of Armenia (JAA)**

Junior Achievement of Armenia (JAA) gives today's Armenian youth the necessary skills and knowledge to compete and succeed in tomorrow's world. The mission is accomplished through economics and civics education. With both theoretical instruction and practical training, JAA teaches young Armenians how the free enterprise system operates, the role of business in the global marketplace, the hands-on fundamentals of running a business, partnering between public and private enterprise, and the basics of democracy-building, including human rights, civic duty, and social responsibility. Begun as an after-school elective in eight schools, today JAA is offered as high school and college courses. Currently, we reach

170,000 students in every school and region of the Republic of Armenia, including the Pedagogical Institutes. In all our work, JAA is dedicated to improving the lives of young Armenians by giving them the tools to compete in a global economy and foster democracy in their nation. For more information, visit [www.jaarmeria.org](http://www.jaarmeria.org).