

## East-West United Bank opens its doors for children

**On 25 and 27 April 2019, East-West United Bank will organise financial literacy workshops for children 7-13 years old.**

Today, as children actively use money, including making online payments, everyone agrees that it is important to teach children at an early age about prudent management of personal finance as well as about risks and opportunities that come from money. There is no lack of tools for teaching children financial literacy but parents often have lack of time for it. Computer games and applications can help independently master or consolidate knowledge, but it is better when this knowledge is transferred from parents, teachers or financial experts. East-West United Bank supports the initiatives of financial education and launches series of its own workshops.

**On 25 April**, at the historic villa Foch, that serves as a head office of EWUB, children will learn in a playful way about money, financial security, and investments.

**On 27 April**, additional workshop will be held in the school Kalinka, sponsored by the bank: pupils will be able to enjoy educational games and tasks made in a form of a play during their classes.

Since EWUB is a private bank engaged in asset management, the focus in its workshops will be on topics that the bank knows well: investment, the possibilities of saving and increasing money, as well as the risks and responsibilities linked to the investment. Another important topic is the financial security: how to recognise fraudsters and what rules to follow in everyday life to secure savings.

The program is designed for children of different age groups and will be presented in English, French and Russian. Senior employees of the bank will conduct the workshops. All the participants will receive EWUB Junior Banker certificates.

During the workshop at the bank's premises, parents will have a chance to visit the interiors of renovated villa that is usually closed to the public.

"We believe that a child needs to become friends with money from the childhood. This kind of early financial education will help children when they enter adult life and need to prioritise expenses, balance personal budget and invest savings" - says Yulia Reuttskaya, EWUB Marketing Director.

"We have gladly responded to the initiative of the East-West United Bank to conduct financial literacy workshops in Russian language for our students. It is important and at the same time useful to form at early age the culture of financial behaviour. In addition, it is a good practice for children to master new financial terminology and develop logical thinking" - adds Anna Radishevskaya, Director of the Kalinka Russian school.

Registration is open on the web site <https://events.ewub.lu/kids>

**East-West United Bank** is a Luxembourg-based bank providing Corporate and Private Banking as well as Wealth Management services to corporate and private clients. The bank offers tailor-made financial solutions to address clients' needs today and help them build tomorrow. EWUB has been successfully operating for 45 years as a business partner dedicated to protecting clients' interests.

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