**MEDIA CONTACT:**

Your Name

Title

Phone

Email

**FOR IMMEDIATE RELEASE**

**CBI’S ANNUAL POSTER CONTEST RETURNS FOR 2025—INSPIRING YOUNG MINDS TO THINK ABOUT MONEY**

**[YOUR TOWN], IOWA** – [Your Bank], in partnership with the Community Bankers of Iowa (CBI), is excited to announce the return of the 2025 CBI Poster Contest! Now celebrating its 26th year, this beloved tradition encourages elementary students to explore the importance of personal finance in a fun, creative way.

While the Federal Reserve Bank of Chicago retired the Money Smart Week program in 2023, CBI is proud to continue this annual contest as part of our ongoing commitment to fostering financial literacy among Iowa’s youth.

Students in **2nd through 6th grade** are invited to participate by creating an original poster that answers the question, “Why is it important to know about money?” This contest offers a unique opportunity for young participants to showcase their creativity while learning valuable lessons about financial literacy.

Winners will be recognized for their efforts with prizes including: three winners receiving $200 each, six winners receiving $100 each, and six winners receiving $50 each.

To enter, students must submit their completed posters to a participating [Your Bank] branch by Friday, April 18, 2025. Each submission must include a completed entry label attached to the back of the poster. Entry labels can be obtained from participating community banks. Winners will be notified by Friday, May 2, 2025, with public announcements to follow shortly after.

For full contest rules and submission guidelines, visit [www.cbiaonline.org](http://www.cbiaonline.org).

About [Your Bank]
[Insert a brief description of your bank’s mission and dedication to supporting your community.]

**About CBI**
The Community Bankers of Iowa (CBI) represents and supports independently owned, locally controlled community banks across Iowa. These banks play a vital role in preserving economic diversity and supporting rural communities. With 140 member banks and 80 member partners serving more than 1,200 communities and employing approximately 14,925 Iowans, CBI members provide more than $79.1 billion in loans to consumers, small businesses, and the agricultural sector. To learn more, visit [www.cbiaonline.org](http://www.cbiaonline.org).