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Denmark State Bank Launches Financial Literacy Program

DENMARK, Wis. (March 5, 2019) – Denmark State Bank today announced the launch of *Your Money, Your Life*, an interactive, online financial education initiative through their new partnership with the nation’s leading education technology innovator, EVERFI, Inc. The program is available as a complimentary resource to help our local community members learn how to manage their finances and plan for the future.

According to recent research:

- 44% of Americans do not have enough money saved to cover a \$400 emergency.
- 33% of American adults have \$0 saved for retirement.
- 18% of American households reported that they spent more than their annual income.
- 70% of Americans could not correctly answer three basic financial literacy questions.

“Denmark State Bank is committed to empowering our community members with the skills they need to change these statistics and thrive financially,” stated Scot Thompson, President and CEO of Denmark State Bank.

Your Money, Your Life offers an assortment of adult financial education learning topics, with subjects including building emergency savings, mortgage education and retirement planning. Each learning topic is 3-10 minutes in length and is designed to encourage participants to build financial confidence via a series of interactive activities. The mobile and tablet-friendly program is available in English and Spanish.

“As a trusted partner and leader with nearly a decade of experience providing financial education for learners of all ages, EVERFI believes that financial capability is and must be within reach for all consumers and communities, regardless of their financial means,” said EVERFI Co-Founder and President of Financial Education, Ray Martinez. “This program empowers financial institutions by showing them how to educate their consumers to take control of their financial health.”

To learn more about the program, visit DenmarkState.com.

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About Denmark State Bank

Denmark State Bank is an independent community bank with seven full service banking offices in Denmark, Bellevue, Howard, Lawrence, Reedsville, Shawano and Whitelaw serving primarily Brown, Kewaunee, Manitowoc and Outagamie Counties. Denmark State Bank offers a wide variety of financial products and services including loans, deposits, mortgage banking, and investment services. For more information about Denmark State Bank, visit DenmarkState.com.

About EVERFI, Inc.

EVERFI is the leading education technology company that provides learners of all ages education for the real world, through innovative and scalable digital learning. EVERFI powers community focused financial education for 750 financial institutions across the country. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) subscription model and has certified over 18 million learners in critical skill areas. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, TPG Growth, The Rise Fund, Advance Publications, and Rethink Education, and Rethink Impact. The EVERFI Education Network powers more than 4,200 partners in their education initiatives across all 50 states and Canada. Learn more at EVERFI.com.