

## FOR IMMEDIATE RELEASE

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# Pioneer Bank Proud to Sponsor EVERFI Financial Literacy Bee to Support Youth Financial Education, April 1-15

April 1, 2021 (Mankato, MN) — Pioneer Bank is pleased to announce that it is sponsoring the EVERFI Financial Literacy Bee, taking place April 1-15, 2021. The EVERFI Financial Literacy Bee is a nationwide financial literacy challenge and provides an opportunity for students to have some fun and learn critical financial concepts during Financial Literacy Month.

The virtual challenge, created by social impact education innovator EVERFI, and supported by leading financial institutions nationwide, features four short digital lessons followed by a capstone essay contest in which students share a short-term or long-term savings goal and outline their plan to achieve that goal. Winners of the EVERFI Financial Literacy Bee will receive a total of \$20,000 in college scholarships.

“In these times of financial uncertainty for many Americans, Pioneer Bank is especially committed to engaging its communities, increasing financial literacy and driving impactful change,” said Pioneer Bank CEO, David Krause. “We are proud to be supporting parents and students at this time through the Financial Literacy Bee and hope it will help drive dinner-table conversations about important financial topics.”

As families across the country are struggling financially in the wake of the pandemic, from unemployment to career shifts to a reduction in income, the EVERFI Financial Literacy Bee provides an opportunity for students to learn the critical importance of saving and budgeting for short-term and long-term financial goals.

By competing in the challenge, participating students will gain new skills to create a personalized financial decision-making framework that they can apply to their lives now and in the future. Topics include how to save, set financial goals, budget and invest.

“The pandemic has revealed a bright light on the financial vulnerability of most Americans, with 40 percent of American consumers reporting that they had trouble paying at least one bill or expense in 2020,” said Ray Martinez, co-founder and president, EVERFI. “We’ve always been committed to helping students increase their financial literacy, and during this historic time, we are also working to help parents feel more comfortable having dinner-table conversations about money. The Financial Literacy Bee is a fun way for students to learn important strategies to increase savings.”

In addition to supporting the EVERFI Financial Literacy Bee, Pioneer Bank takes great pride in providing financial literacy opportunities for adults and kids of all ages.

To learn more about the EVERFI Financial Literacy Bee, <https://pioneer-bank.everfi-next.net/welcome/national-financial-bee-2021#>.

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### **About Pioneer Bank**

Pioneer Bank is a community bank with nine locations throughout southern Minnesota including Mankato, North Mankato, St. James, St. Peter, Madelia, Mapleton, Lewisville and Lake Crystal. Pioneer Bank offers expertise in personal, business and agribusiness banking with bankers and staff that provide experience that is unparalleled. Pioneer Bank is very active in the communities they serve and was a finalist in 2016, 2017, 2018 and 2019 for the Extraordinary Banking Award, a national organization that marks the excellence for the best banks in America. In addition, Pioneer Bank has been named one of the 2018 and 2020 Top 150 Workplaces in Minnesota by the Star Tribune. For more information visit [www.bankwithpioneer.com](http://www.bankwithpioneer.com). Member FDIC.

### **About EVERFI, Inc.**

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct and other critical topics. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 41 million learners globally. In 2020, the company was recognized as one of the World's Most Innovative Companies by Fast Company and was featured on Fortune Magazine's Impact 20 list. 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, as well as Advance, Rethink Education, Rethink Impact, The Rise Fund, and TPG Growth. To learn more about EVERFI and how you can #answerthecall please visit [everfi.com](http://everfi.com) or follow us on Facebook, Instagram, LinkedIn, or Twitter @EVERFI.