

THE NEWARK PUBLIC LIBRARY

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P R E S S R E L E A S E

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NEWARK PUBLIC LIBRARY HOSTS JULY 18 FINANCIAL FAIR FOR PRESCHOOLERS AND FAMILIES AT NORTH END BRANCH LIBRARY

NEWARK, JULY 6, 2012 — Saving, sharing, and spending will be the story at The Newark Public Library's Family Financial Fair at the North End Branch, 722 Summer Ave., on Wednesday, July 18, from 3:30 to 6:30 p.m. The third in a series of five fairs, the event is part of the Library's Financial Education for Preschoolers program.

The **Family Financial Fair**, which is free and open to the public, will feature activities to allow children, parents, and caregivers to share in the learning experience and equip the adults to reinforce the lessons at home. Fair participants can take part in "Whose Hat Is That?" an activity featuring hats associated with different types of jobs, a pretend grocery store, crafts, puzzles, and other activities. Families may enter a raffle to win a bag filled with books; jars to encourage saving, sharing, and spending; and other prizes.

The fair will also include a lively musical performance that will encourage children's participation through songs, puppetry and movement, and highlight the themes of saving, sharing, and spending. The performance by Anna E. Kravis will take place at 4 p.m.

Families attending the Financial Fair will receive a copy of the "For Me, for You, for Later: First Steps to Spending, Sharing, and Saving™" kit, developed by Sesame Workshop™, in partnership with PNC. Parents and caregivers will see how easy it is to introduce financial concepts and skills into their everyday routines and experiences with their children using activities and tips from the kit.

Community partners will also take part in the fair at the North End Branch in Newark's North Ward. They include the Newark/Essex Foreclosure Task Force, Kids in Business, and Newark Now. For information about the July 18 Family Financial Fair, please contact the North End Branch Library at 973-733-7766.

“Our plan is to reach 7,500 children during the course of our financial education program and, to date, over 5,000 preschoolers have already taken part,” said Library Director Wilma Grey. “The financial fairs help to engage our families in this learning process, and we appreciate the participation of our community partners in this important effort.”

The 18-month bilingual program, funded through a PNC Foundation grant, was introduced last September at the Main Library’s Centennial Hall. It is targeted to children ages 3-5 and is being presented through visits to preschools, daycare centers, and other schools with librarian-led story times and activities. There are also story-telling and musical performances at the Main Library and branches, and a financial fair planned for each of Newark’s five wards. The fourth financial fair will be held at the Vailsburg Branch, 75 Alexander St. on Wednesday, October 3, from 3:30 to 6:00 p.m.

The Financial Education for Preschoolers program is made possible through a \$300,000 grant from the PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc. PNC provided the funding through its signature cause, Grow Up Great, a multi-year initiative to enhance early childhood education and school readiness.

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Photos available for download:

A lively puppet show and concert will feature Anna E. Kravis at the North End Branch Library Family Financial Fair on July 18. Photo by Phil Leo, courtesy of the Newark Public Library.

<http://www.flickr.com/photos/newarkpubliclibrary/6930878302/in/set-72157629694985249>

Children will practice making choices when they shop at the pretend grocery store at the North End Branch Library Family Financial Fair on July 18. Photo by Phil Leo, courtesy of the Newark Public Library.

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Family activities will explore saving, sharing, and spending at the North End Branch Library Family Financial Fair on July 18. Photo by Phil Leo, courtesy of the Newark Public Library.

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