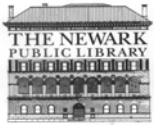


THE NEWARK PUBLIC LIBRARY
5 WASHINGTON STREET, NEWARK, NEW JERSEY 07102



PRESS RELEASE

September 18, 2012

FOR FURTHER INFORMATION:

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**NEWARK PUBLIC LIBRARY HOSTS OCT. 3rd FINANCIAL FAIR FOR
PRESCHOOLERS AND FAMILIES AT VAILSBURG BRANCH LIBRARY**
Saving, Spending & Sharing Activities Taking Place Through December

The Newark Public Library's financial education initiative to provide lifelong lessons in saving, spending, and sharing to children throughout the City of Newark will hold the fourth of five financial fairs at the Vailsburg Branch Library on Wednesday, Oct. 3, from 3:30 p.m. to 6:30 p.m.

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 enable the adults to reinforce the lessons at home. Fair participants can take part in a "Whose Hat Is That?" activity featuring hats associated with different careers, 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 surprises. The fair will include a lively musical performance of "Money Matters" at 4 p.m. by Beth & Scott that highlights the themes of saving, spending and sharing. Beth & Scott will sing their way through lessons that children and their parents will find helpful, enjoyable, and inspiring.

Families will also 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 at the fair.

The earlier three financial fairs were held at the Van Buren Branch Library on March 28, the Weequahic Branch Library on April 25, and the North End Branch on July 18. The last financial fair will be held at the Main Library on Nov. 3.

"Children and families are responding enthusiastically to our financial education program and, as we head into the homestretch, we urge everyone to come, see and experience why there's so much excitement over lessons in saving, spending and sharing," said Library Director Wilma Grey. "We really look forward to continuing to engage even more children and families because we believe these activities are planting seeds that will make a difference in their lives for years to come."

The 18-month bilingual program, funded through a PNC Foundation grant, was introduced last September at the Main Library's Centennial Hall and is designed to reach 7,500 preschoolers; more than 6,000 children have already taken part. It is targeted for 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 musical performances at the Main Library and branch locations.

In addition to the Library activities, parents and caregivers can 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 “For Me, for You, for Later: First Steps to Spending, Sharing, and Saving™” kit, developed by Sesame Workshop, the nonprofit educational organization behind Sesame Street®, in partnership with PNC. For more tips and resources on this topic and to find free materials featuring Sesame Street characters, visit www.pncgrowupgreat.com. Kits are also available for free at any PNC branch, or can be ordered over the phone at 1-877-PNC-GROW (1-877-762-4769).

The financial education 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, \$350 million initiative to enhance early childhood education and school readiness.

NEWARK PUBLIC LIBRARY FINANCIAL EDUCATION PROGRAM FOR PRESCHOOLERS CALENDAR OF EVENTS THROUGH DECEMBER 2012*

***Visit npl.org for updates**

FINANCIAL FAIRS

Family Financial Fair

Wednesday, October 3, • 3:30–6:30 pm

Vailsburg Branch

75 Alexander Street, 07106, 973-733-7755

Family Financial Fair

Saturday, November 3, 2012 • 10:30 am–3:30 pm

Main Library

5 Washington Street, 07102, 973-733-7800

BELOW EVENTS LISTED BY PERFORMER NAME

JULIE PASQUAL, STORYTELLER

Preschool children and their families will learn about money, making choices, and the importance of saving, sharing, and spending during this entertaining program of stories.

Wednesday, September 19 • 4:00 PM

North End Branch • 722 Summer Avenue, 07104, 973-733-7683

Tuesday, September 25 • 10:30 AM

Branch Brook Branch • 235 Clifton Avenue, 07104, 973-733-7760

Wednesday, September 26 • 3:30 PM

Clinton Branch • 739 Bergen Street, 07108, 973-733-7754

Friday, September 28 • 10:30 AM

Weequahic Branch

355 Osborne Terrace, 07112, 973-733-7751

Tuesday, October 23 • 10:30 AM

Van Buren Branch

140 Van Buren Street, 07105, 973-733-3897

Tuesday, December 4 • 10:30 AM
Springfield Branch
50 Hayes Street, 07103, 973-733-7736

Friday, December 7 • 10:30 AM
Vailsburg Branch
75 Alexander Street, 07106, 973-733-7755

MONEY MATTERS

Beth & Scott present “Money Matters,” a musical program that educates young children on the basics of handling money. Believing that it’s never too early or too late to offer advice on this important life skill, the duo sing their way through lessons that children and their parents will find helpful, enjoyable, and inspiring.

Tuesday, October 16 • 10:30 AM
Vailsburg Branch • 75 Alexander Street, 07106, 973-733-7755

Thursday, October 18 • 10:30 AM
Springfield Branch • 50 Hayes Street, 07103, 973-733-7736

Tuesday, October 30 • 10:30 AM
Clinton Branch
739 Bergen Street, 07108, 973-733-7754

Thursday, November 15 • 10:30 AM
Branch Brook Branch
235 Clifton Avenue, 07104, 973-733-7760

MR. FISH AND LISA LOU

Math + Magic = Fun! Count to 100 with Mr. Fish and Lisa Lou as they use their magic, music and circus skills to teach children about money, spending, sharing, and saving as well as simple addition and subtraction.

Thursday, September 20 • 10:30 AM
Springfield Branch • 50 Hayes Street, 07103, 973-733-7736

Wednesday, October 10 • 3:30 PM
Vailsburg Branch • 75 Alexander Street, 07106, 973-733-7755

Wednesday, October 17 • 11:00 AM
Main Library • 5 Washington Street, 07102, 973-733-7797

Wednesday, October 24 • 4:00 PM
North End Branch
722 Summer Avenue, 07104, 973-733-7683

Thursday, November 15•10:30AM

Weequahic Branch

355 Osborne Terrace, 07112, 973-733-7751

Thursday, December 6•10:30 AM

Van Buren Branch

140 Van Buren Street, 07105, 973-733-3897

ANNA E. KRAVIS, SINGER & PUPPETEER

Anna E. Kravis and her puppet friends will teach preschoolers how to use their money wisely during this bilingual English-Spanish musical show.

Thursday, September 27•10:00 AM

North End Branch

722 Summer Avenue, 07104, 973-733-7683

Tuesday, October 30

10:30 AM

Van Buren Branch

140 Van Buren Street, 07105, 973-733-3897

CRABGRASS PUPPET THEATER

Crabgrass Puppet Theater presents a musical and comedic retelling of the classic fairy tale, “Jack and the Beanstalk.”

Wednesday, October 24•11:00 AM

Main Library

5 Washington Street, Newark 07102, 973-733-7797

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