

STATE OF NEW MEXICO

County of Luna

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Media Release

Free financial literacy classes are on the way to Luna County thanks to a partnership between 1st New Mexico Bank and local organizations committed to economic development.

Money Smart, a four-part series, will be held at 5:30 p.m. on April 18, 19, 25 and 26 in classroom 121 at the Mimbres Valley Learning Center. Finance expert Richard Little will lead the classes. Beginning on April 18, “To Your Credit” will begin the series, to be followed by, “Own Your Own Home,” “Financial Recovery,” and lastly, “Money Smart for Older Adults.” Course materials are from the Federal Deposit Insurance Company.

“The lack of financial literacy is a problem across the nation,” Jessica Etcheverry, Community Projects director for Luna County, explained. “We feel these courses will make a positive impact in Luna County.”

Building up to the classes, 1st New Mexico Bank also sponsored an essay contest at Red Mountain Middle School. Four students submitted essays on the topic, “What would you most like to do for someone else if you had the money?”

Destiny Castillo took first place with her essay describing how she would help children with seeing problems. In second was Megan Wertz, followed by Morgan Richins and Andrea Medina. The students are invited to the first class of the financial literacy series to be recognized for their work and awarded with money cards. Laura Pottorff’s class is also being recognized with a \$250 cash card for having the highest participation.

Attendees of the courses will also be entered into money card giveaways. You will receive an entry for each class you attend, with the chance for a bonus for attending all four classes. This is thanks to the program’s sponsor, 1st New Mexico Bank.

“Supporting our customers and community is extremely important to us,” 1st New Mexico Bank President Teresa Molina said. “It is vital for consumers to be financially literate to be successful, and we hope everyone in the community can find success.”

Little’s firm, Franchise Success, LLC, specializes in helping entrepreneurs start franchise businesses. He has five years’ experience in financial services and has a fun, engaging style in his tool belt. For more information about his services, contact richard.little@franchisesuccessllc.com or visit www.franchisesuccessllc.com.

The classes are open to the public and no registration is required. For more information about the classes, contact Etcheverry at Jessica_etcheverry@lunacountynm.us or (575) 543-

6643. 1st New Mexico Bank, Member FDIC and an Equal Housing Lender, is located at 300 S. Gold Avenue and can be reached at (575) 546-2691. Supporting partners for the project include Deming-Luna County Economic Development, the Deming-Luna County Chamber of Commerce and Western New Mexico University.

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