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**FOR IMMEDIATE RELEASE**

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**Empowering Local Students with  
Financial Literacy Education  
JA Finance Park Mobile  
February 19 - March 1, 2019, Sonoma County Fairgrounds**

*Junior Achievement of Northern California organizes hands-on financial literacy learning experiences for youth in 23 counties.*

**SANTA ROSA, Calif.** – Luther Burbank Savings is pleased to present the JA Finance Park® Mobile to the students of Sonoma County. Produced by Junior Achievement (JA) of Northern California, the JA Finance Park provides an innovative and interactive environment for middle school and high school students to learn personal finance literacy skills and some of the basic economics of life for the 21<sup>st</sup> century.

Underwritten by Luther Burbank Corporation Foundation and staffed by more than 70 Luther Burbank Savings employees, JA Finance Park Mobile will welcome over 1,200 students during nine days this month. Upon arrival, enrolled students will find multiple dynamic storefronts and kiosks where they will be able to engage with educational tools to gain an understanding of managing money effectively and efficiently through a variety of everyday scenarios.

To be eligible to visit the JA Finance Park, students will have completed 13 hours of class-led coursework. Junior Achievement provides the curriculum and works with teachers committed to helping their students achieve financial literacy.

“Luther Burbank Savings was founded in Santa Rosa more than 35 years ago, and along with all of our employees, I am thrilled to further our commitment to this community by introducing the JA Finance Park to Sonoma County for its inaugural visit. At the Bank, our guiding mission is to improve the financial future of our customers, employees, and shareholders,” said Simone Lagomarsino, President and Chief Executive Officer of Luther Burbank Savings. “Financial literacy is an important part of preparing students for their futures and empowering them as they mature into young adults. We are extremely proud to partner with Junior Achievement as they develop enriching content and programming to support this growth.”

“JA Finance Park offers future generations of Sonoma County leaders what it takes to own their economic success, plan a career path, and make smart academic decisions,” said Cristene Burr, President and CEO of Junior Achievement of Northern California. “We are excited to bring our first ever mobile program to Northern California and appreciate Luther Burbank Savings for their continued time and resources. We share a commitment to inspire today’s talented youth to overcome the challenges of managing their own finances and to help them value our training for a lifetime.”

Junior Achievement, the world’s largest organization dedicated to educating students from kindergarten to 12th grade about the fundamentals of finance, work readiness, and entrepreneurship, has reached more than 8 million students in 100 countries worldwide.

### **About Junior Achievement of Northern California**

Junior Achievement of Northern California is one of over 100 local JA organizations across the nation that collectively form the largest organization dedicated to giving young people the knowledge and



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skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. JA programs—in the core content areas of work readiness, entrepreneurship, and financial literacy—ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century. Junior Achievement of Northern California is part of Junior Achievement USA and operates in 23 Northern California counties. [www.janorcal.org](http://www.janorcal.org)

### **About Luther Burbank Savings**

Luther Burbank Savings, an FDIC insured, California-chartered bank is a wholly-owned subsidiary of Luther Burbank Corporation (NASDAQ: LBC) headquartered in Santa Rosa, California. Luther Burbank Savings executes on its mission to improve the financial future of customers, employees, and shareholders by providing personal banking and business banking services. Luther Burbank Savings is an equal housing lender. The Luther Burbank Corporation Foundation (Foundation) was established following the devastating North Bay fires of 2017 in an effort to facilitate the rebuilding of Sonoma County. It is funded by contributions from Luther Burbank Savings, its shareholders, directors, employees and business partners. The Foundation also supports the Bank's community development and economic revitalization efforts. For additional information, please visit [lutherburbanksavings.com](http://lutherburbanksavings.com).

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