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## **TIAA Celebrates 100 Years, Teaches Kids about Money Management**

TIAA marks its 100<sup>th</sup> Anniversary this year – one hundred years of helping public and nonprofit employees manage their financial futures and realize their dreams. To celebrate this monumental achievement, TIAA employees are giving back to their local communities during TIAA’s 100 Days of Difference, March 5 to June 12.

Junior Achievement-Rocky Mountain (JA) is proud to be one of five local partners that TIAA employees are teaming up with during the next few months. TIAA’s efforts kick off this month, which is Financial Literacy Month. On Fri., April 20, TIAA volunteers will be at JA Finance Park, helping middle and high school students understand personal financial management. A total of 104 TIAA employees will volunteer at JA Finance Park throughout April and May and at Swansea Elementary for a JA in a Day on May 4. A JA partner since 1995, TIAA staffers are seasoned pros when it comes to teaching JA kids about financial literacy and planning for their futures.

“TIAA’s heritage is rooted in service. Our organization was founded in 1918 by Andrew Carnegie to serve those who serve others,” said Adeeb Khan, director of corporate social responsibility for TIAA. “We are proud to partner with Junior Achievement to help educate our youth on the importance of financial literacy. We share in the belief that it is absolutely critical for our nation’s well-being to educate young people about personal finance and economics.”

In addition to serving JA during its 100 Days of Difference celebration, TIAA sponsors JA’s College Connect program, which brings college students into the classroom as JA volunteers and teachers. This is often a life-changing experience for college students, who develop self-confidence, public speaking skills and insights into their own financial futures.

“We are incredibly grateful for the support we receive from TIAA and its employees,” said Kristi Shaffer, executive vice president for JA. “We want to congratulate TIAA on its vision, integrity and commitment to excellence over so many years.”

Initially founded to help ensure that teachers could retire with dignity, TIAA has grown into a diversified Fortune 100 financial services organization that works with non-profit organizations, including academic, research, medical, government and cultural organizations.

Along with their efforts to make a difference in local communities, the company also is celebrating its anniversary by recognizing customers who are making their own contributions through remarkable service. Learn more about these inspiring stories at <https://www.tiaa.org/public/difference>.

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**About Junior Achievement-Rocky Mountain, Inc.**

Junior Achievement-Rocky Mountain, Inc. is part of the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides K-12 programs for students, which focus on three key content areas: work readiness, entrepreneurship and financial literacy. This year, Junior Achievement-Rocky Mountain, Inc. will provide programs to 126,000 students in schools throughout Metro Denver, Northern Colorado and Southern Wyoming. These programs are always free to schools thanks to 6,000 volunteers and the generous support of donors. For more information, visit [www.JAColorado.org](http://www.JAColorado.org).