



## **AIB launches 'Build a Bank Challenge' for transition year students**

**25th September 2003**

AIB today launched the 'AIB Build a Bank Challenge' which encourages transition year students to set up and run a bank branch within their schools.

Designed to promote financial literacy among students, the competition ran as a pilot project in Cork last year and was so successful that AIB has now extended the scheme nationwide. There are significant prizes to be won in various categories for participating schools. Students interested in taking up the AIB Build a Bank Challenge are interviewed by AIB staff and appointed to one of 6 positions in the bank: Manager, Assistant Manager, Public Relations Officer, Auditor and two Bank Clerks. A three hour hands-on training session, given in each school, outlines how a bank should be run. The Students decide on the bank's location within the school, the opening hours and the marketing strategy. They then open their branches and begin dealing with their customers.

Speaking at the launch, John Hickey, General Manager, AIB Retail Banking, said, 'Last year, each bank team received a marketing budget for the pilot project and the students showed that they had lots of initiative, by incorporating ideas into their strategies such as an Easter Egg treasure hunt, a School Bank website and even free sweets for every €20 lodged! The students who participated last year told us that they gained valuable experience from their involvement.'

Schools wishing to participate in this year's AIB Build a Bank Challenge should contact the Student Officer in their local branch.

**Ends**

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