



Bressie takes to stage at AIB Build a Bank national final

26th April 2012

Customised chocolate bars, free cakes, loyalty schemes, sponsorship from local businesses and a customer of the year competition were some of the initiatives used by students in this year's AIB Build A Bank competition.

Banks such as Alice in Wonderbank, Supereuros, Measure your Treasure and the Ladybird Bank were some of the school banks that made it to the final of this year's AIB Build a Bank Challenge, held yesterday in the RDS, Dublin.

The annual competition, now in its 10th year, is an opportunity for Transition and 5th Year students to run their own school bank with the support of AIB and at the same time learn about managing their own business. The programme has grown significantly from 30 schools entered in the first year to over 200 schools involved in this year's challenge.

Irish pop-star and judge on The Voice, Bressie presented the national finals of AIB's Build a Bank Challenge at the RDS in Dublin. Bressie praised the high standard of presentations and said he was amazed at the hard work and enthusiasm the students had shown.

The programme sees a team of six students selected to set up and manage a bank in their school, getting involved in everything from sourcing new customers and opening AIB accounts to encouraging regular savings and exploring new ways to bank, such as AIB Phone and Internet Banking.

Bernard Byrne, Director of Personal & Business Banking, AIB said: *"This experience is an opportunity for students to get an insight into the world of finance and banking and running their own enterprise. Congratulations to the winning schools."*

The winning school was St Mary's College, Macroom, Co.Cork who took home a prize of €10,000 for their creative Ladybird bank. The runners-up were Colaisite na Toirbhirte, Bandon Sapphaire Savings and Gorey Community School Treasure Bank, who each took home an interactive whiteboard for their schools.

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