

FOR IMMEDIATE RELEASE

Bryant Youth Association Partners with Farmers Bank & Trust to Launch Youth Financial Literacy Program

Bryant, AR — May 28, 2025 — The Bryant Youth Association (BYA) is proud to announce a new and exciting partnership with Farmers Bank & Trust to bring a Financial Literacy Program to youth across Saline County. This collaboration marks a significant step forward in providing local children with the knowledge and skills they need to make smart financial decisions from an early age.

The program, launching this summer, will feature hands-on activities, age-appropriate lessons, and interactive games to help students in grades K–5 understand topics such as saving, spending, budgeting, and the value of money. The initiative reflects a shared commitment to investing in the future of the community.

Amanda Herman, Director of Marketing and Donor Relations for BYA, shared her enthusiasm for the partnership:
“At BYA, we’re always looking for ways to prepare our youth for success beyond the playing field. Partnering with Farmers Bank & Trust allows us to bring a powerful, real-world learning opportunity to the families we serve. We couldn’t be more excited about the impact this will have.”

Kayla Ray, Universal Loan Assistant at Farmers Bank & Trust, emphasized the importance of early education:
“Financial literacy isn’t just for adults—kids need to learn these life skills too. We’re proud to be a part of something that’s not only fun and interactive but genuinely empowering for young people.”

Cara Knight, Content Specialist at Farmers Bank & Trust, added:
“This partnership is such a great example of how we’re committed to building up our community from the ground up. When we teach kids about money early, we’re setting them up to grow into confident, capable adults. That’s why we offer MyStart Checking and Savings accounts, made just for students and minors, to help them learn, grow, and get a strong start.”

Local parent **Kari Lapp**, whose children participate in BYA programs, expressed her gratitude:
“I love that BYA and Farmers are doing this. It gives my kids the chance to learn things I wish I had learned earlier in life. It’s a real gift for families in our area.”

Kent McClure, Market President at Farmers Bank & Trust, closed with this statement:
“We’re honored to partner with an organization like BYA that shares our vision for stronger communities. Together, we’re planting seeds of financial confidence that will

last a lifetime.”

The Financial Literacy Program launches this summer with interactive pilot workshops, followed by expanded programming throughout the school year.

About Bryant Youth Association:

The Bryant Youth Association is dedicated to empowering local youth through athletics, education, and community programs that promote leadership, confidence, and growth. BYA serves approximately 1,200 youth per year. Learn more at www.BryantYouth.org.

About Farmers Bank & Trust:

Founded in 1906, Farmers Bank & Trust is a community bank owned by the privately held holding company Magnolia Banking Corporation, headquartered in Magnolia, Arkansas. Farmers Bank & Trust now has over 30 Arkansas, Texas, and Oklahoma locations and approximately \$3 billion in assets. Farmers offers a full range of deposit services, trust and investment management services, as well as business, commercial real estate, construction, mortgage, residential, and consumer loans. To learn more, visit their website at MyFarmers.Bank/SalineCounty.. Please visit www.myfarmers.bank/salinecounty.

Media Contact:

Amanda Herman
Director of Marketing & Donor Relations
(501) 539-2858
amanda@bryantyouth.org

