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**SWACHA AND BOYS & GIRLS CLUBS OF GREATER DALLAS ANNOUNCE
"THE ART OF SAVING" AMERICA SAVES WEEK ART CONTEST**
SWACHA to Award \$800 in U.S. Savings Bonds
Contest is Part of SWACHA's America Saves Week Education Efforts

DALLAS, January 24, 2012 – Dallas-based SWACHA, one of the largest not-for-profit regional electronic payment associations in the country, and Boys & Girls Clubs of Greater Dallas today announced "The Art of Saving" America Saves Week Art Contest. Children ages 6 – 12 will be given the opportunity illustrate through art what saving money means to them.

Winners will be announced during America Saves Week, February 19 – 26, 2012, and will receive a total of \$800 in U.S. Savings Bonds. America Saves Week is a nationwide campaign that encourages Americans to save.

The contest will be divided into two age groups: ages 6 years to 9 years and ages 10 years to 12 years. First place winners in each division will receive a \$250 savings bond, second place will receive a \$100 savings bond, and third place will receive a \$50 savings bond.

"If people create good saving habits at a young age, there is a much higher chance they will succeed financially when they become adults," said Dennis Simmons, AAP, president and CEO of SWACHA. "SWACHA launched the "Art of Saving" contest because we believe it is vital to reach out to the young people in our community and encourage behaviors that will help them be financially responsible."

All 14 Boys & Girls Clubs of Greater Dallas locations will work with children to create artwork. All entries must be completed by February 3rd. A panel of SWACHA members will narrow the entries in each division to five finalists. The artwork of each finalist will be posted to SWACHA and Boys & Girls Clubs of Greater Dallas' Facebook pages where the winners will be selected based on the number of "Likes" received.

"At Boys & Girls Clubs of Greater Dallas, we strive to equip all of our members with the resources to become productive citizens. Financial responsibility is paramount to this, and we appreciate the partnership with SWACHA to help promote this positive message," said Charles English, President and CEO of Boys & Girls Clubs of Greater Dallas.

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For complete contest rules or additional information, visit any Boys & Girls Clubs of Greater Dallas location or http://www.swacha.org/resources/industry_news.cfm.

About SWACHA

SWACHA-The Electronic Payments Resource[®], is one of the largest not-for-profit regional payments associations in the country with approximately 1,100 members across the Southwest. SWACHA is the resource of choice for financial institutions and corporations in the areas of education, training, payments system risks and knowledge about electronic payments. For more information visit:

Web: www.swacha.org
Facebook: www.facebook.com/bringingpaymentstogether
Twitter: [@SWACHA](https://twitter.com/SWACHA)

About Boys & Girls Clubs of Greater Dallas

Boys & Girls Clubs of Greater Dallas enables all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. Today, thousands of boys and girls from low-income neighborhoods benefit from the building-centered programs and services designed specifically for them at 14 local Clubs. The programs offered provide strong moral guidance, positive role models and life-changing educational programs designed to save kids from lives of crime and failure.

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