M&T Bank Ushers in America Saves Week with 'The Green Shield™'

M&T Introduces Hero Who Fights for Financial Literacy

BUFFALO, N.Y.—When America Saves Week started February 27, a new hero arrived at select M&T Bank branches in Buffalo, N.Y. The hero, The Green Shield, is ready to teach kids the importance of saving.

"M&T Bank created The Green Shield as a fun way to teach children about saving money and to inspire financial literacy among families in the communities we serve," said M&T Bank Retail Market Manager Jim Jarosz. "This hero has an important mission to fulfill—his story will provide an easy-to-understand tool to help parents teach their children about money."

Minifigures and copies of The Green Shield's comic book will be offered to customers who open an 'M&T Starter Savings Account' for their children. The Green Shield will be available on February 27, until supplies last, at select M&T Bank branches across Buffalo, N.Y.

America Saves Week is a nationwide initiative to promote positive savings habits and encourage Americans to review their current financial positions. This year, it runs February 27 to March 4.
"Every year, America Saves Week serves as an opportunity for us all to ask ourselves if we're saving enough to protect our financial security," said Jarosz. "We encourage our customers to establish savings goals, build a plan and regularly review their progress. Along the way, we're there to help with ideas, guidance and motivation."

An M&T Starter Savings Account is a great way for young savers to learn responsible money-management habits. To access an M&T Starter Savings Account, customers can use their mobile banking app, log into online banking or visit a local branch or ATM. For more information on M&T Starter Savings Accounts, visit https://www.mtb.com/banking/savings-cds/savings-account-cd-options/mt-starter-savings.

About M&T Bank
M&T Bank Corporation is a financial holding company headquartered in Buffalo, New York. M&T's principal banking subsidiary, M&T Bank, operates banking offices in New York, Maryland, New Jersey, Pennsylvania, Delaware, Connecticut, Virginia, West Virginia and the District of Columbia. Trust-related services are provided by M&T's Wilmington Trust-affiliated companies and by M&T Bank. © 2017 M&T Bank. Member FDIC.

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