



For Immediate Release

**Contact: John Fistolera
(703) 860-5000**

25 Teachers Selected for Investment Training in NYC

*Project, sponsored by DECA, NAIC and the NYSE Foundation, to create
National Investment Education Course.*

Reston, VA--- DECA, the National Association of Investors Corporation (NAIC) and the New York Stock Exchange Foundation (NYSE) have selected 25 high school marketing education teachers (from across the US and Canada) to participate in the *Building Wealth* pilot project.

Building Wealth is a semester long curriculum aimed at teaching investment education to high school students. The 25 teachers chosen to participate, in the launch of the *Building Wealth* project, were selected from a pool of more than 5,000 marketing education teachers and DECA advisors.

“We are all very excited about this project and partnership. The training and support that our teachers and students are getting, through the *Building Wealth* project, is incredible. Not only does it add a tremendously valuable lesson to the marketing class, it also brings excitement and dimension to classroom learning,” said Ed Davis, Executive Director of DECA.

The marketing teachers recently completed a 15-hour training for the *Building Wealth* project at the NYSE facilities in New York City. The project sponsors, DECA, NAIC and the NYSE conducted the two-day course - focusing on the principles of investing and strategies for integrating the *Building Wealth* curriculum into the marketing classroom.

“Young people are uniquely positioned to benefit from long-term investing. That’s why we are so excited about bringing the *Building Wealth* project into DECA’s marketing education classes,” said Bob O’Hara, Vice President of NAIC.

The *Building Wealth* project is scheduled to launch in the Spring semester. The course will cover the importance of lifetime personal financial literacy and foster a realistic understanding of investment strategies and how to apply them. Classroom learning will be measured through DECA’s competitive events program and local partnerships with NAIC clubs.

“Building Wealth teaches students how to take maximize the ‘time value’ of money and, in the face of today’s culture of consumption, provides them with the knowledge and tools to lay a foundation for a lifetime of informed saving and investing.” **(NYSE Spokesperson).**

DECA is a 501-(C) (3) not for profit student organization preparing its membership for careers in marketing, management and entrepreneurship. DECA operates in all 50 United States, Puerto Rico, Guam, the Virgin Islands, Canada, Mexico, Germany, and Korea. The United States Department of Education and the several states’ departments of education charter our program of activities.

NAIC is a nonprofit membership organization dedicated to the needs of the individual investor. By For the pass 50 years, NAIC has offered a wide variety of education and information resources to the investing public, including its much-acclaimed “Stock Selection Handbook.” NAIC operates with two national volunteer boards headquartered in Madison Heights Michigan and local chapters, staffed by volunteers, in 108 locations throughout the US. For more information on NAIC contact Robert O’Hara at, (248) 583-6242 ext. 343 or roberto@better-investing.org.

The New York Stock Exchange Foundation, Inc. is a private philanthropic foundation established by the New York Stock Exchange (NYSE) in 1983. The Foundation makes grants, within the limits of its available resources, in support of worthy educational, charitable and civic organizations. The Foundation seeks to ensure the meaningfulness of its grants in the areas where the NYSE is a participating corporate citizen.

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