

Pénzügyi Kisokos: Contest of schools in Honfoglaló ends

Budapest, 2 December 2010 – Árpád Vezér Gimnázium és Kollégium [Captain Árpád High School] of Sáropataki won the Financial Guide Contest of Schools, a competition sponsored by Erste Bank Hungary, in the most popular online game in Hungary, Honfoglaló [Settlers]. Nearly 7,000 participants entered the contest and collected gold coins for more than 1,300 secondary schools. Kőrösi Csoma Sándor Általános Iskola és Gimnázium [Sándor Csoma Kőrösi Primary and High School] of Budapest finished runner-up and Ganz Ábrahám Kéttannyelvű Gyakorló Szakközépiskola és Szakiskola [Ábrahám Ganz Bilingual Vocational School] also of Budapest claimed third spot.

Players in the Honfoglaló game of Financial Guide Contest of Schools were collecting gold coins for a month for schools of their choice in addition to the primary mission of the game. The popularity of the game is best reflected by the fact that over 7,000 players collected settlers' gold coins for more than 1,300 schools in that month.

Ms. Emese Danks, Director of Communication at Erste Bank Hungary has said that the bank, being one of the largest providers of retail financial services in Hungary, feels obliged to be a pioneer in dispensing financial knowledge, setting an example to follow as a "caring bank". This is why the bank decided to launch a nationwide education program dubbed Pénzügyi Kisokos [Financial Guide] last spring and has expanded it this fall.

The program now boasts of its own website, which is complemented by an informative blog at penzugyikisokos.blog.hu, but the latest news, information and updates about the program are also posted in social media interfaces such as Facebook and Twitter. In order to promote the program, Erste Bank Hungary has announced the knowledge contest Pénzügyi Kisokos Iskolák Versenye [Financial Guide Contest of Schools] for students in primary and secondary schools. The main prize of the contest is a digital board, and teams finishing on second and third spot get a projector and a fully equipped desktop computer, respectively.

Principal Tamás Tóth of contest winner Árpád Vezér Gimnázium adds that by announcing the contest the organisers have managed to facilitate for students to experience the positive side of the opportunities offered by the Internet, expanding their knowledge, their general and financial culture. Principal Tóth says the competition has been a definite community-forming force in the past month, because students, teachers and fans were working together for a common goal, strengthening the bonds between them.

The nationwide educational program Pénzügyi Kisokos was launched by Erste Bank Hungary in May 2009. As part of the program, experts from the bank give students between 12 and 18 years of age interactive lectures about basic finances, approved by the National Bank of Hungary, at headmasters classes. For instance, what savings and loans are, how to use bankcards, how to apply for a student loan, what pension pre-savings (retirement plans) are. The success of the program is indicated by the fact that nearly 200 lectures have been given by the experts of the bank in nearly 40 schools to date since the launch of the program.

www.penzugyikisokos.hu
www.penzugyikisokos.blog.hu
www.facebook.com/penzugyikisokos

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