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North Easton Savings Bank partners with Greenlight Financial Technology

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Easton, MA Recognizing the increasing importance of financial literacy among youth, North Easton Savings Bank has formed a strategic partnership with Greenlight Financial Technology, Inc., a company that assists parents teaching their teens and younger children about money-management in a hands-on, engaging way.

Greenlight offers a debit card and app designed to teach youngsters how to earn, save, give and spend responsibly – all with parental supervision. Using the Greenlight app, parents can quickly send money, automate allowance payments, set flexible spending controls, and receive real-time notifications of all transactions. With Greenlight, kids get a hands-on money management experience and access to Greenlight Level Up, an in-app financial literacy game with a best-in-class curriculum, educational challenges, and rewards.

Results of a recent National Financial Literacy Test indicate an average score of 64% among teens, demonstrating a clear gap in financial education that is accessible and effective. Additionally, studies have shown that parents rank personal finance as the most difficult life skill to teach their children.

“At North Easton Savings Bank we believe that financial literacy is a cornerstone of lifelong success,” said Aileen Zec, executive vice president & chief operating officer of North Easton Savings Bank. “Our partnership with Greenlight reflects our dedication to empowering the next generation with the knowledge and tools necessary to navigate an increasingly complex financial landscape.”

An award-winning financial institution with over \$1.6 billion in assets, North Easton Savings Bank is situated to provide personal and business banking solutions to southeastern Mass. Founded in 1864, North Easton Savings Bank has a proven track record of growing the community through fair banking practices, financial advising, and local philanthropy.

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