



## **AIB launches package for second level students**

**10th August 2009**

AIB today announced a comprehensive pack of initiatives aimed at second level students.

As a special promotion, second level students who open or convert to an AIB Student Account will receive a free €10 call credit voucher. By using AIB Phone, AIB Internet Banking or AIB Top Up by Text to top up their mobile by €20 or more each month, students will receive an additional €5 free call credit each time for up to 4 months of redeeming their initial €10 voucher ( i.e. up to €30 free call credit).

This offer is open to all 12-18 year old students in second level education who open or convert to an AIB Student Account between 10th August and 31st December 2009 and is available to customers on Meteor 'Pay As you Go', O2 'Speakeasy' and Vodafone 'Pre Pay' plans. The offer will be promoted through a marketing campaign including radio, online and a bebo page.

Students can opt for either an exclusively designed AIB Banklink Card or an AIB Debit Card on this account. Both AIB Debit and Banklink Cards are issued only with parental consent until the age of 16. AIB will cover the cost of the Government Stamp Duty on either card.

**Kathy McGarry, Youth Market Manager, AIB said:**

*"This enhanced Second Level package gives students what they told us they need – access to easy to understand information about how banking works and reward for their business in the form of call credit. The second level student offering is part of AIB's suite of products for the youth market which includes the Junior Saver for under 12's and Student Plus account for those in third level education.*

*"AIB remains the bank of choice for thousands of young people and we are fully committed to sustaining and growing our leading position with the youth sector who represent Ireland's future entrepreneurs, workforce and leaders"*

**-Ends-**

**Photo available on request.**

**See overleaf for Notes to Editors, including details of additional financial education initiatives.**

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**NOTES TO EDITORS**

AIB's relationship with second level students also extends into educational supports. AIB is committed to supporting and developing student understanding of how banking, finance and business works. AIB is today also announcing two new financial education initiatives.

- A **Financial Education Module** for secondary schools which can be presented by teachers or one of AIB's experienced staff.

- AIB is to become a **partner of the Spirit of Enterprise Programme**. The Spirit of Enterprise brings business and enterprise together in an educational partnership in the form of case studies for use in the classroom. The use of real world examples is designed to raise awareness and engage students in the life of business enterprise. Materials will be available to schools from October.

These new initiatives are in addition to **AIB's highly acclaimed 'AIB Build a Bank Challenge' and its long standing involvement in skool.ie.**

The AIB Student Account is a current account with the following features and benefits:

- Option of either an exclusively designed AIB Banklink Card or an AIB Debit Card. Both AIB Debit and Banklink Cards are issued with parental consent until the age of 16.

- AIB pays annual Government Stamp Duty on both Debit and Banklink cards for all second level students who hold an AIB Student Account
- Access to AIB's award winning AIB Phone & Internet Banking service
- Bank free of maintenance and transaction fees
- Mobile Top Up

The AIB Student Account can only be opened with parental consent until the age of 16.

AIB conducted research\*\* on parents and their views on children and money. This research found that parents are happy for their children to:

- ∅ view balances on accounts between the ages of 10 – 12
- ∅ have ATM cards between the ages of 14 – 15
- ∅ use Debit and Laser cards between the ages of 16 – 18
- ∅ have access to phone and internet banking between the ages of 16 - 18

\*\*Source: Empathy Research Ireland, April 2008

The AIB Build a Bank Challenge, running for the past seven years, offers transition and 5th year students the opportunity to set up, run and manage their own school bank. This initiative gives students right across the country the chance to gain valuable business and personal skills such as teamwork, communication and financial management.

AIB was a founding partner to the educational website [www.skool.ie](http://www.skool.ie). Through this website, AIB has been instrumental in providing secondary school students and teachers an opportunity to use a unique interactive and learning tool as a platform to move into the new era of elearning.

Full details on the Spirit of Enterprise Programme can be found on [www.soe.ie](http://www.soe.ie)