



P.O. Box 2300  
Honolulu, HI 96804-2300

**FOR IMMEDIATE RELEASE**

MEDIA CONTACT: Jayson Harper,  
Phone: 808-538-2652, Mobile: 808-295-8495, [jharper@asbhawaii.com](mailto:jharper@asbhawaii.com)

**American Savings Bank promotes Financial Literacy and Entrepreneurship as the Official Bank of *Lemonade Alley***

**HONOLULU, HAWAII, April, 2016**—American Savings Bank (ASB) once again sponsored *Lemonade Alley*, a hands-on innovation challenge that provides K-12 students with an opportunity to learn entrepreneurship, financial literacy, and charitable giving. More than 20 teams participated in this year's event hosted at Pearlridge Center on April 9th. Teams created lemonade recipes, designed and built lemonade stands and raised more than \$16,000 for the charities of their choice. Participants also presented a one-minute pitch in front of an audience to sell their products. Since it began in 2011, student teams have raised more than \$56,000 for 35 charities.

"The spirit of entrepreneurship is alive and well in Hawai'i's keiki. Events like *Lemonade Alley* are proof of this. We are proud to support this great event and congratulate all of the teams that worked hard on their plans, pitches and of course their lemonade," said Rich Wacker, President and CEO, American Savings Bank.

ASB was a sponsor and the official "Lemon Bank" for the event, helping the teams manage the money they collected from their sales.

**About American Savings Bank**

Since 1925, ASB has served Hawai'i's businesses and communities by providing a full range of financial products and services including business and consumer banking, home loans, insurance, and investments. ASB is one of Hawai'i's leading financial institutions, with online and mobile banking services and branch locations statewide offering evening, weekend and holiday hours. For seven consecutive years, ASB has been named one of *Hawaii Business Magazine's* "Best Places to Work" and was the winner of the large company category in 2015. For three consecutive years, ASB has been recognized as one of the "Best Banks to Work For" in the U.S. by *American Banker Magazine*. For more than 90 years, ASB has been helping build strong communities. Through its Seeds of Service program, ASB teammates have contributed more than 22,000 hours of volunteer service, and the bank has donated millions of dollars to Hawai'i schools, non-profits and community organizations.

###



Member FDIC