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MONTGOMERY COLLEGE SIFE TEAM TO HELP CHILDREN DURING *TEACH A CHILD ABOUT BUSINESS WEEK*

Rockville, Maryland, January 25, 2001 – During the week of February 4-10 the Students in Free Enterprise (SIFE) Team from Montgomery College will help school children in grades 3-4 gain an understanding of how business works as part of *SIFE National Teach A Child About Business Week*, sponsored by Discover Financial Services, Inc.. Developed by SIFE as a special competition, *Teach A Child About Business Week* encourages college SIFE Teams to develop a project or projects for children grades K-8 that further their comprehension of the free enterprise system by increasing their awareness of how businesses operate, responsible consumerism, professional opportunities and how business impacts our daily lives.

Active on more than 900 college campuses in 20 countries, SIFE is a non-profit organization that works in partnership with business and higher education to help students take what they are learning in the classroom and apply it in real working situations to better themselves, their communities and their countries. The *SIFE National Teach A Child About Business Week* special competition will award \$13,500. To SIFE Teams with exceptional projects.

One group from our SIFE Team from Montgomery College will be presenting to elementary school students a subject that relates to their daily lives; the process by which businesses market products and services. These young students will likely call upon their own experiences with advertising and promotions and will relate well to being a consumer as well as a *target market*. “I think that college students relate well to young children and the kids want to be like them. So, if business is interesting to college kids, it must be worth paying attention to in their class too,” say faculty advisor Jeff Schwartz.

A second group from our SIFE Team has created a program entitled the "**Cash Cow & Business Attitude**" with the goal of spreading the free market economy concept to a group of 3rd graders that have been selected to participate in an interactive technological presentation. The core concept will revolve around the areas of Investment (Banking/Savings), and Spending. The outcome will lead to discussing the impacts of business-related issues on the student's daily lives. As a result of this experience, these school-aged children will be provided with a primer on how to make wise and responsible decisions regarding their personal funds. This second group intends to make their presentation to both a public school class and a private school class that has an emphasis on educating Hispanic students. . “We believe that this project will have a positive impact on the children's lives. First, they will realize the importance of saving and investing. Second, the children will learn how to use computers in a more business like fashion. Third, kids will learn the significance of teamwork and working together to achieve a common goal,” say group leaders Pablo Paganini and Carmen Menendez.

“SIFE students have a tremendous impact on the children they teach,” said Keith Heckel, Vice President, Merchant Sales, Discover Financial Services, Inc. “Giving youngsters an early understanding of how a free market economy works will enable them to make more responsible business and personal decisions throughout their lifetimes.”

Founded in 1975, SIFE provides college students the opportunity to make a difference and to develop leadership, teamwork, and communication skills through learning, practicing and teaching the principles of free enterprise. For more information, contact SIFE World Headquarters in Springfield, Missouri at 1-800-677-SIFE, visit www.SIFE.org or call Montgomery College, Professor Jeffrey Schwartz, Director – Macklin Business Institute - (301) 279-5151

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