**For Immediate Release**

***Lexicon Bank sponsors JA BizTown to Empower Students for Real-World Business Experience***

***April Recognizes Financial Literacy Month***

**(Las Vegas)** April is recognized as Financial Literacy Month, and to promote financial literacy among students, Lexicon Bank has partnered with Junior Achievement for JA Biz Town in Las Vegas. Lexicon, as a founding sponsor of JA Biz Town, will showcase a branch which will allow students to immerse themselves in and learn how community banks, like Lexicon, are essential to the community. Community banks support nonprofit organizations and serve as the backbone of the local economy, helping small businesses achieve their goals and succeed.

“I am excited to announce Lexicon’s sponsorship of Biz Town, a groundbreaking Junior Achievement initiative in Southern Nevada. We are committed to laying a foundation of financial literacy for the young minds in our community. This sponsorship is not just an investment in education—it's a commitment to cultivating the next generation of savvy financial stewards and community leaders. At Lexicon Bank, we believe deeply in the transformative power of education, particularly financial education, which helps spark personal and community growth. Students will get a firsthand look at the banking profession when they spend time at our very special Lexicon Bank branch just for Biz Town students. I'm excited for students to learn about the vital role banks like ours play in supporting thriving communities and nonprofit endeavors,” states Russell Rosenblum, Chairman of the Board of Directors.

JA BizTown is a groundbreaking educational program that is changing the way students interact with economic and business principles. By combining traditional classroom teaching with immersive, hands-on learning experiences, JA BizTown provides students with practical skills and knowledge that will help them navigate the complexities of the modern economy. The center is scheduled to open later this year.

“As the Director of Operations and Compliance at Lexicon Bank, I am deeply honored to facilitate a connection between our institution and the future leaders nurtured by Junior Achievement of Southern Nevada. Being a Las Vegas native, I am particularly thrilled to witness Biz Town come to life for the youth in our community. Through Lexicon's sponsorship of Biz Town, which includes a miniaturized replica of our branch in Tivoli Village, we aim to immerse students in the world of financial literacy in a tangible and engaging way. This initiative is not just a sponsorship; it's an investment in the potential of our youth to make informed financial decisions and appreciate the value of community-centric banking,” says Hilary Nelson, SVP, Operations and Compliance Director.

Lexicon Bank helps to foster Southern Nevada's economy and community—ultimately helping to grow and develop the region's local businesses. Lexicon Bank is located in Tivoli Village at 330 S. Rampart Blvd., Suite 150. The Bank is open from 9 a.m. to 5 p.m. Monday through Friday and 10 a.m. to 2 p.m. on Saturdays. Clients can contact by phone at (702) 780-7700 or online at lexiconbank.com. Follow us on Facebook, Instagram, LinkedIn, and Twitter @lexiconbank. Lexicon Bank is a member of the FDIC.

**About Lexicon Bank**

Founded in 2019, Lexicon Bank is Nevada's community-focused banking partner. Lexicon Bank provides personal, comprehensive banking services to business and individual banking clients, emphasizing creating and nurturing long-term relationships. By providing personalized services to all clients, Lexicon Bank helps to foster Southern Nevada's economy and community—ultimately helping to grow and develop the region's local businesses. The Bank is redefining banking as it should be in Southern Nevada by creating a concierge-like experience for businesses, regardless of size. Lexicon Bank is located in Tivoli Village at 330 S. Rampart Blvd., Suite 150. The Bank is open from 9 A.M. to 5 P.M. Monday through Friday and 10 A.M. to 2 P.M. on Saturdays. Clients can contact by phone at (702) 780-7700 or online at lexiconbank.com. Follow us on Facebook, Instagram, LinkedIn, and Twitter @lexiconbank. Lexicon Bank is a member of the FDIC.

**About Junior Achievement of Southern Nevada**

Junior Achievement of Southern Nevada, Inc. was founded locally in 1996. The nonprofit organization is dedicated to providing financial education to K-12 students and young adults, ages 18 -25, with a curriculum spanning budget management to economic principles, workforce skills, and credit. Junior Achievement of Southern Nevada currently reaches more than 20,000 students annually in the Las Vegas area with the help of 285 businesses and 6,800 business role models. Upon completion, the new Junior Achievement of Southern Nevada Inspiration Center will impact more than 60,000 local youth. It will be a permanent site for its two capstone programs: [JA BizTown](https://southernnevada.ja.org/programs/ja-biztown) and [JA Finance Park](https://southernnevada.ja.org/programs/ja-finance-park-entry-level). For more information visit [https://jasnv.org](https://southernnevada.ja.org)/ and follow on [Instagram](https://www.instagram.com/JASouthernNV/) and [Facebook](https://www.facebook.com/JASouthernNV/).

###

**MEDIA CONTACT:**

Jennifer Bradley

JB Public Relations

jennifer@jbpublicrelations.com

702.234.9385 cell