

KASASA®

Kasasa®'s Award-Winning MoneyIsland™ Game Gains Recognition by the Independent Community Bankers of America

ESB Financial receives accolades in ICBA's 2018 National Community Bank Service Awards for its use of MoneyIsland™

AUSTIN, Texas, Aug. 27, 2018 – [Kasasa®](#), an award-winning financial technology and marketing provider, announced today that [MoneyIsland™](#), its award-winning, free money management game for children, continues to grow in popularity, recently gaining recognition by the Independent Community Bankers of America (ICBA). [ESB Financial](#), a fourth-generation, family-owned community bank located in the Flint Hills of Kansas, was named as an honorable mention for the 2018 National Community Bank Service Awards by ICBA for its use of the MoneyIsland game.

The National Community Bank Service Awards celebrate the outstanding and innovative volunteer efforts of the nation's community banks. ESB Financial was chosen from a group of more than 100 nominations for its creative and impactful economic empowerment educational program, MoneyIsland, which teaches children the importance of financial literacy. Award recipients and their stalwart commitment to their communities will be featured in the September issue of ICBA Independent Banker.

MoneyIsland is an online game that teaches children important money management skills through fun games either at home or in the classroom. To date, it has helped more than 125,000 kids become financial gurus through its program offered in over 2,500 classrooms across the country. An instructive, entertaining online experience and offline curriculum, MoneyIsland educates children in three key areas – Saving and Spending, Sharing and Investing and Using Credit Wisely – while also building valuable math skills. This online game takes players to popular vacation destinations like the Eiffel Tower and Atlantis as they try to save Stone Broke, a character who has fallen on hard financial times.

“It’s never too early to promote good money management habits,” said James Wayman, CEO, ESB Financial. “Our MoneyIsland game from Kasasa was designed with kids in mind and is an innovative approach to exploring financial concepts that will serve them well throughout their lives. We are grateful for this recognition by ICBA and to Kasasa for giving ESB Financial the tools to equip tomorrow’s leaders with a solid financial education as they work to achieve their financial aspirations.”

“It’s important that children learn about money management early on to have a strong foundation for future success, and we believe it can be fun,” said Gabe Krajicek, CEO of Kasasa. “This is why we created MoneyIsland. It’s a great way to teach kids about budgeting, taxes and credit in a fun and exciting way.”

“There is also a huge value for financial institutions,” Krajicek added. “As this game grows in popularity, community banks and credit unions have an opportunity to follow in ESB Financial’s footsteps and provide an innovative and entertaining solution that’s free. Consumers want to work

with institutions that demonstrate a commitment to financial literacy and this game is an ideal way to do so while also providing a means to more deeply engage with customers.”

MoneyIsland was recognized as Best in Show at Finovate and received the EIFLE Award for “Instructional Game of the Year.” The game allows community banks and credit unions to develop strong relationships with local children and their parents while also receiving CRA credit during federal examinations.

About Kasasa

Kasasa® is an award-winning financial technology and marketing provider. Based in Austin, Texas, with 400 employees, Kasasa® helps more than 800 community financial institutions establish long lasting relationships with consumers residing in their local markets through its branded retail products, world class marketing capabilities, and expert consulting. The company reinvented checking and is now reinventing lending through its latest patent-pending offering, Kasasa Loans™. Learn more about Kasasa®’s innovative products and services:

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