

FOR IMMEDIATE RELEASE

## **Rock Band to tour Nebraska and Teach Students Lessons in Personal Finance**

**Attention:** News, Education Editors

**Photo:** A color photo of GOODING at past show at Greta Middle School

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Lincoln, Nebraska, September 10, 2019 – Weaving a high-energy, live rock performance with testimony of the artists' life lessons on finance, GOODING will visit Nebraska September 23-27 to share with students how financial literacy and being purposeful enable them to make dreams realities. The Nebraska Council on Economic Education (NCEE) coordinates and secures sponsors for the bands to visit five Nebraska schools.

Jennifer Davidson, president of the NCEE and assistant professor of practice in economics, explained why the band's music and message are a win-win for young people.

"Partnering with Funding the Future and nationally known musicians has been the most fun and engaging way to bring the important financial literacy message to today's students. The rock concert catches the students off guard and they are paying attention. Once the musicians establish their cool factor, the financial literacy medicine goes down and students are open to the message," she said.

After the concert, the band talks to students about the importance of saving, how compound interest works, why to stay away from payday lenders, and how it's 'rock n roll' to have the financial freedom to live your dreams.

The NCEE has partnered with Funding the Future, a nonprofit committed to teaching financial literacy to students through music, on this initiative since 2015. More than 16,000 students at 42 Nebraska schools have been reached with this important, engaging and unique message. The musicians' message resonates with students because they openly discuss financial misconceptions that impacted them early in their careers.

"Some people think rock and roll and financial literacy don't have much to do with each other, but they actually do," Gooding said. "It wasn't until I saw what we do as a business that it began allowing us the freedom to do what we wanted. We're on our own music label now, so we play what we want to play and tour how we want to tour. We wouldn't be able to do it if we weren't investing in ourselves."

GOODING's music has been featured in "CSI," "Criminal Minds," "The Daily Show," "Iron Man 2," "Walk the Line" and "Suicide Squad." Inspired by their work with Quincy Jones as part of Operation HOPE, they helped create Funding the Future.

### Local financial literacy concerts include:

- **Imperial, NE** Monday, September 23 at 9am (MT) at Chase County Schools – Event sponsored by Pinnacle Bank Imperial and Chase County Schools Education Foundation.
- **Hastings, NE** Tuesday, September 24 at 9am – Keynote at FBLA Fall Leadership Conference held at Hastings College Chapel – Event sponsored by Pinnacle Bank Hastings and NebraskaLand National Bank. GOODING will also talk informally with students at session following the keynote address.
- **Omaha, NE** Wednesday, September 25 at 9am – Keynote FBLA Fall Leadership Conference held at Ramada Conference Center at 72<sup>nd</sup> and Grover – Event sponsored by Centris Federal Credit Union. GOODING will also talk informally with students at session following the keynote address.
- **Norfolk, NE** Thursday, September 26 at 2:15pm at Norfolk High School – Event sponsored by Frontier Bank and Elkhorn Valley Bank.
- **Omaha, NE** Friday, September 27 at 12:45pm at Omaha Northwest High School – Event sponsored by the Federal Reserve Bank of Kansas City – Omaha Branch.

**The Nebraska Council on Economic Education** is a 501(c)3 non-profit, housed at the University of Nebraska–Lincoln College of Business. Its mission is to act as a catalyst and lead a statewide initiative to advance economic literacy by primarily focusing on educating Nebraska's students and providing professional development for K-12 educators. For more information on the Council, please contact Jennifer Davidson at [jdavidson2@unl.edu](mailto:jdavidson2@unl.edu) or visit [nebraskacouncil.unl.edu](http://nebraskacouncil.unl.edu).