

## **Launch of the 2019 Byblos Bank MONEYSMART Boot Camps**

**Beirut, April 2 March 2019** - For the third year in a row, Byblos Bank is pursuing its Financial Literacy MONEYSMART Boot Camps, targeting the youth between 20 and 25 years old. Organized by Eventa, these Boot Camps will be held throughout 2019 in Mount Lebanon, the South, the North and Beirut, as announced during an event that gathered participants from the 2017 and 2018 boot camps at Byblos Bank Headquarters in Ashrafieh.

Similar to the past years, these Boot Camps are expected to attract hundreds of new participants who will have the opportunity to learn how to better manage their finances and plan their future. They will be held during the months of April, May and June in different universities throughout Lebanon, with the first boot camp expected to be held on 6 and 7 April at Notre Dame University NDU in Zouk Mosbeh and the second one on 13 and 14 April at the Lebanese International University LIU in Saïda. To find out details and register, interested candidates must fill out needed information by logging in to [bit.ly/ByblosBankMS2019](http://bit.ly/ByblosBankMS2019).

“Our commitment to promoting financial literacy and empowering the youth will contribute in laying the foundations for a more financially aware and inclusive society. Young people taking part in the learning sessions will be capable to budget, save, invest and plan their finances, careers and personal lives”, said Nada Tawil, Head of Group Communication Department at Byblos Bank.

Nina Abi Fadel, Founder and Managing Director of Eventa, said: “MONEYSMART, which was conceptualized to respond to the need of advancing financial literacy in Lebanon, has shown to be successful and delivered on our objectives, just as our evaluation and assessment tools have recently demonstrated, both in immediate and long-term impacts.”

The Byblos Bank MONEYSMART Boot Camps are part of the broader Financial Literacy program that the Bank launched in 2015, and which includes other landmark initiatives such as ‘Fakker Maliyan’, a daily TV segment, and “Nes W Finance”, a weekly newspaper feature. So far, eight boot camps have allowed around 600 participants to learn life skills at the hands of high-caliber trainers and guest speakers, in Beirut, Tripoli, Tyre, Zahle, the Shouf and Saïda.



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