

# Press Release

For Immediate Release: October 2012

## **Brokersclub AG sponsors Principles in Finance charity that brings financial education to young people.**

***Principles in Finance are on a quest to teach those at risk of offending, offenders and ex-offenders the vital skills needed to take control of their finances and lead a positive life.***

### **The Good Banker – Taking Financial Literacy from the boardroom to the classroom.**

Berating of the greedy self-serving banker is a daily occurrence as many still blame them for causing the financial challenges we are facing both domestically and globally. Should all representatives of this once respected profession be tarnished with the same brush? Principles in Finance (“PIF”) believe there are still professional financiers out there that contribute significantly to their communities and want to make a difference to something other than their own balance sheet.

Brokersclub AG is one such financier. The Swiss brokers lend their support to the charity not just financially but also by stepping into workshops to mentor and share experiences with young people who are in need of positive financial direction.

### **Making a difference**

The critical service provided by Principles in Finance is completely in line with the ‘*Rehabilitation Revolution*’ that has been proposed as part of the of the coalition government’s Structural Reform Plan (*Ministry of Justice Structural Reform Plan, July 2010*). This component of the plan has set in place actions to ‘*establish an offender management system that harnesses the innovation of the private and voluntary sectors.... [in order to] cut reoffending*’.

*“This partnership development is extremely important “states Simone Haynes (Ex-Barclays Banker and Founder of PIF), “it is imperative that financial institutions demonstrate their efforts to support vulnerable groups exposed to hardship in these challenging economic times. It is an honour for the Ministry of Justice to provide a venue for us to host an evening with our new sponsors”.*

*“...We work with a wide range of partners and have been delighted to see the results of the very practical help offered by Simone Haynes.... Simone’s work helps those in prison make changes which help them resettle successfully after their release” ...Cathy Burdett, Regional Manager Commissioning, Ministry of Justice.*

**Brokersclub AG** is a prime brokerage that connects asset management with many years of experience in the areas of financial engineering and asset management. They Offer modern interfaces for Online Trading platforms and experts from the areas of trading and market analysis.

**This generous sponsorship will be commemorated on November 1st 2012 with an event in London and attended by influential government and industry leaders. To find out more about this partnership or the event please contact Simone Haynes.**

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