

FOR IMMEDIATE RELEASE

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Sunbury – Sunbury Motor Inc and The News Item will support local schools in the sponsorship of the Sunbury Motors/News Items Stock Market Challenge from the Pennsylvania Council of Financial Literacy (PennCFL). This game will primarily serve eastern Northumberland County. The sponsorship will include all the 3rd to 12th grade students for both the fall and spring games. The fall game that ended on Dec 14th and the spring game, that begins on Feb 11th.

For the spring game, an extra special competition will be held for high and middle schools. These students will represent their schools in a special local and competitive, investment competition. The schools invited to participate are Line Mountain, Lourdes Regional, Mount Carmel Area, North Schuylkill and Shamokin Area school Districts. A celebration luncheon will be held at Penns Tavern on May 16th to honor the schools, teachers and their students. They will be honored by the auto and newspaper executives along with PennCFL staff.

Sunbury Motor Inc is owned and operated in the Mertz family since 1915. In 1915, J.O. Mertz started selling Model T Fords in Northumberland as a sub-dealer for the Ford Motor Company. Ten years later, Mertz purchased the Ford dealership in Sunbury, establishing Sunbury Motor Company. For more information visit sunburymotor.com. The News-Item celebrated its 50th anniversary in 2018. It was Oct. 1, 1968, when the Shamokin News-Dispatch merged with the Mount Carmel Item to create The News-Item.

Our history runs much deeper than that, of course, all the way back to the late 1800s. The Shamokin Semitar was published every Saturday in 1892 and was the first publication of J. Frank Hoover, who founded the News Publishing and Printing Co. On Sept. 18, 1933, Hoover merged his Shamokin Daily News with the Shamokin Dispatch to form the Shamokin News-Dispatch. John H. Reid, Hoover's grandson, became publisher of the News-Dispatch in 1961, and president of the company in 1971. On Oct. 1, 1985, nearly a century after J. Frank Hoover founded the News Publishing and Printing Co., the Reid family sold the firm to Thomson Newspaper Group. After about 12 years of Thomson ownership, the company would find another new family: Times Shamrock Communications. The Scranton-based company, publisher of The Times-Tribune in its home city, took ownership of The News-Item in January 1997. Times Shamrock would sell The News-Item on Oct. 1, 2015, to Sample Media Group, the current owner. The News-Item continues to serve Shamokin, Coal Township, Mount Carmel, Kulpmont, Trevorton, Elysburg, Herndon, Ashland and surrounding communities in Northumberland, Columbia and Schuylkill counties. We are driven by the knowledge that a newspaper remains an important asset in the community, and we remain committed to serving our readers with news, sports, advertising and other vital community information.

PennCFL sponsored stock market competition offers players in grades 3-12 the opportunity to manage a hypothetical \$100,000 portfolio by investing in stocks chosen from the USA markets: American, New York and NASDAQ exchanges. The competition teaches students about investing and encourages financial literacy through hands-on activities in the classroom.

PennCFL's mission is to provide Pennsylvania's K-12 students with economic, personal finance, and entrepreneurship skills that elevate their standard of living, quality of life, and professional success. PennCFL sponsors financial games and programs with the participation over ten thousand students, in 45 counties in the state. Also, they offer entrepreneurship conferences and competitions with partnering colleges and universities. Teachers are offered free training and support. For additional information, please contact Carolyn Shirk, Vice President at carolyn.penncfl@gmail.net or call 570-975-5149.