



Rock The Street, Wall Street

Moving Girls Forward in The Field of Finance

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FOR IMMEDIATE RELEASE

ROCK THE STREET, WALL STREET STUDENTS TO VISIT NASDAQ

NEW YORK CITY, November 8, 2016 — Girls from William Cullen Bryant High School in Long Island City, NY will get the opportunity to visit NASDAQ on Dec. 2 thanks to a financial literacy program offered by Rock The Street, Wall Street and funded by the Thomas and Jeanne Elmezzi Private Foundation.

“We look forward to showing the girls what a day at NASDAQ is like,” said Maura Cunningham, founder and executive director of Rock The Street, Wall Street (RTSWS). “Not only have they been studying finance taught by female financial pros in the industry, they will now get a glimpse into the exciting workings of a stock exchange.”

The girls will be accompanied by their instructors: women from Bank of America / Merrill Lynch and US Trust, all of whom are Certified Financial Planners™. Team members from the Elmezzi Foundation will attend as well.

Before the trip, the girls have played the role of a financial planner for Jane, a fictional 28-year-old female who needs advice on how to save, spend and invest her money.

Immediately after their visit to NASDAQ, TD Ameritrade female executives will host a discussion about the college and career paths of leading TDA women.

About Rock The Street, Wall Street

Rock The Street, Wall Street programs inspire, educate, and equip girls with the skills to succeed financially throughout their lives and potentially pursue a career in finance. Girls learn about the capital markets and their role in maintaining the welfare of the economy, while simultaneously helping them see the real-world application of the math content they learn in the classroom. We are the M in STEM. Headquartered in Nashville, Tenn., RTSWS has offered programs in schools and community centers in five cities across the U.S.: Chicago, Memphis, Nashville, New York City, and Dallas/Ft. Worth, with plans to continue to expand. RTSWS achieved 501(c)(3) status in June 2013.

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