

## Surround Yourself with Money

*Meeting the challenge of operating in today's economy is much easier  
if we have a working knowledge of how our economy functions and how it affects us.*

*That is why economic education is such a critical component  
of the Federal Reserve's mission.*

(Chairman Ben Bernanke, July 2006)

Visitors to the Federal Reserve Bank of Cleveland's new Learning Center and Money Museum are surrounded by money—whether gazing up at the historic currency “growing” on the Money Tree, discovering how compound interest works on the

Savings Staircase, or learning about the unique currency of the Yap islands. While experiencing these and more than 25 other exhibits, guests are invited to think about why U.S. currency has value and how that value is maintained.



The Learning Center's Savings Staircase illustrates how compound interest helps saved money grow.



Federal Reserve Board of Governors Chairman Ben Bernanke visits the Learning Center with Bank Vice President and Economist Michael Bryan.

In its first year of operation, the Learning Center welcomed more than 10,000 visitors. It is a cornerstone of the Bank's community and education outreach efforts. By fostering an appreciation of what gives money value and the role of the central bank in maintaining that value, the Learning Center is helping to increase public understanding of the Bank and the Federal Reserve System.

With more than 6,500 square feet, the Learning Center houses two classrooms and many hands-on exhibits, including interactive games, videos, and informational displays that encourage visitors to discover and explore. Visitors learn about inflation, bartering, and the role of the Fed in the nation's economy. The Learning Center's goal is to spark discussions about money, saving and investing, and how our economy operates.

The Learning Center and Money Museum makes learning fun by presenting concepts through learning activities based on education benchmarks. The activities and exhibit content were planned well before construction began, allowing time for professional educators to evaluate them. The Center receives on-going evaluation and expert advice on its continued operations from the Learning Center Advisory Council, a group of education and museum specialists.

### If You Build It...

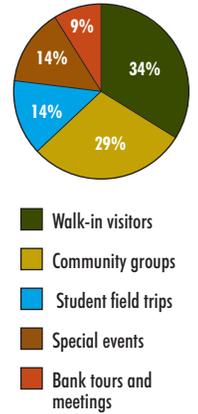
Our 10,000 guests included students, teachers, parents, and tourists. Just about half of the Center's student visitors were from urban school districts. The pie chart at right gives more information on the kinds of guests the Center attracted in its first year.

In addition to on-site visitors, broadcast and print stories in local and national outlets have reached a potential audience of over 3.5 million, increasing public awareness of this new facility. Articles and programs focused on the museum's grand opening and its first special exhibition: *The Color of Money: Depictions of Slavery in Confederate and Southern States' Currency*.

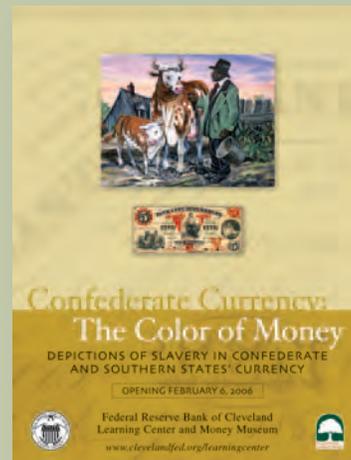
### You're Invited

If you would like to surround yourself with money while pondering what makes it valuable, consider a visit to the Learning Center and Money Museum. For more information on visiting, check the Bank's website at [www.clevelandfed.org/learningcenter](http://www.clevelandfed.org/learningcenter).

**Learning Center and Money Museum Visitors**



Hands-on exhibits encourage visitors to discover and explore.



The Learning Center's first special exhibition was a success, increasing daily average attendance at the facility by nearly 30 percent.