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### Amscot Financial Marks Lakeland Grand Opening With a 'Salute to the Troops'

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#### Amscot Will Present a \$1,000 Donation to a Non-Profit Organization That Aids Families With National Guard Reservists Serving Overseas

LAKELAND, Fla., Nov. 10 /PRNewswire/ -- Amscot Financial, a leading provider of convenient, consumer-oriented financial services, is proud to announce the grand opening of its newest Lakeland location on Saturday, Nov. 12 from noon to 2 p.m. At the grand opening, Amscot Financial will present a \$1,000 contribution to the "Soldier Support Fund," organized by the Family Readiness Group of the Florida National Guard's 2/116 Field Artillery unit, headquartered in Lakeland.

The grand opening event will be held at 1334 Ariana Street in Lakeland. Entertainment will be provided for the community by stilt-walking juggler and balloon twister Calvin Roe. Radio station WQYK 99.5 FM will broadcast live from Amscot's parking lot and give away prizes. Free refreshments will be served courtesy of Hungry Howie's Pizza.

The Family Readiness Group of the National Guard in Lakeland is a volunteer organization organized by the families of soldiers serving in the 2/116 Field Artillery unit. Volunteers support other 2/116 families by maintaining lines of communication. The organization provides phone trees and Web boards and offers financial support to soldiers or their families in need due to unfortunate circumstances.

The group also frequently hosts meetings and social events that allow families an opportunity to spend time together and connect with others whose family members are deployed overseas. Amscot's donation will support their holiday outreach activities for children and families.

"Hands for the Homefront" was organized as a way to thank soldiers and their families, promoting community financial support for groups such as the Family Readiness Group in Lakeland.

Also at the Amscot grand opening, Child Protection Education of America, Inc. (CPEA), will be available on-site to provide free fingerprinting for children through their "ID ME NOW" program. CPEA is a national nonprofit organization for missing children based in Tampa.

CPEA will produce a state-of-the-art, specially designed card for parents to keep. The card contains a set of the child's digital fingerprints, a black and white photo, a dental chart, and instructions on how to do a simple DNA collection.

Safety brochures are provided with the fingerprint card, as well as an envelope containing further information on how to complete their child safety kit. This information can assist parents and law enforcement officers involved with a missing child case. An interactive child safety CD-ROM can also be purchased for \$5.00 at the event. Proceeds go to CPEA to cover the cost of creating the CD-ROM.

Headquartered in Tampa, Fla., Amscot Financial is a leading provider of income tax preparation and electronic filing services, refund anticipation loans, check cashing services, cash advance services, money transfer services and money orders through its wholly owned division, Amscot International Money Order Company. Amscot Financial currently operates 106 tax preparation offices and 106 retail financial service centers throughout Florida and employs more than 1,500 people. For additional information, please visit the company's website at <http://www.amscotfinancial.com>.

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