

World Savings Day 2013: 1.6 m. Austrians to Attend

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3% Sparefroh Saving for Children

Erste Bank: Presents for 2013

Savings continue to play an important role for Austrians. That is also evident in the unabated popularity of World Savings Day. This year around 1.6 m. Austrians plan to visit their bank, which is 6% more than in 2010. Most of the World Savings Day visitors are expected in Upper Austria, where approximately 32% plan to drop in at a branch of their bank. There is a multitude of reasons for the visit: 58% view this day simply as a tradition, 44% use the day for an outing with their children or grandchildren, and 43% want to pick up a World Savings Day present. In the branches of Erste Bank in Vienna, Lower Austria and Burgenland the following presents are available: a CD with Sparefroh's favorite fairy tale, a key ring with a trolley token, or a Sparefroh Frisbee.



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Sparefroh saving for children of up to 10 years of age

As a World Savings Day special this year, Erste Bank und Sparkassen offer 3% Sparefroh Saving for children up to their 10th birthday. With a maximum amount of €500, the deposit pays a fixed interest rate of 3% p.a., with the funds however at the same time available daily. "With that children get a return that is clearly a bit above the current inflation rate, which is intended as an incentive to also save small amounts they receive from grandparents, uncles or aunts", says Peter Bosek, member of the management board at Erste Bank. There is no upper limit to deposits, balances above €500, resp. after the age of 10, will attract interest of 0.125% p.a.
