



C. L. "BUTCH" OTTER
Governor

GAVIN M. GEE
Director

CONTACT:
James Burns
Bureau Chief
Securities Bureau
(208) 332-8080

NEWS RELEASE

For Immediate Release

April 1, 2016

GOVERNOR OTTER PROCLAIMS APRIL "FINANCIAL LITERACY MONTH"

Boise, Idaho . . . Governor C.L. "Butch" Otter has signed a Proclamation establishing April as "Financial Literacy Month" in Idaho, noting that, "The quality of every Idahoan's life is dramatically affected by how you manage your money. Education is a key to providing Idahoans the tools to achieve a better financial life. I encourage every Idahoan to take advantage of the great free resources available during the month to learn about the wise use of credit, the basics of saving and investing, home ownership preservation, and the pitfalls associated with financial fraud."

The **Idaho Department of Finance**, the **Idaho Financial Literacy Coalition (IFLC)** (www.idahoflc.org) - an affiliate of the Jump\$tart Coalition for Personal Financial Literacy - the **Idaho Military Financial Alliance**, and **Idaho Public Libraries** have joined together to sponsor "Financial Literacy Month" in April. The IFLC is a partnership of private- and public-sector financial educators. The Department of Finance participates year round in the efforts of the IFLC and is proud to take part in this opportunity to draw attention to the need for all Idahoans to learn money management skills.

A Proclamation ceremony with **Idaho State Treasurer Ron Crane** and members of the **Idaho Financial Literacy Coalition** is planned on April 1, at the Idaho State Capitol. The ceremony will kick off Financial Literacy Month and will include a presentation of awards, sponsored by **IDeal – Idaho 529 College Savings Program**, to students who have won in selected categories of the **Piggy Bank Beauty Contest**.

The IFLC membership organizes Idaho's annual "**Piggy Bank Beauty Contest.**" This year's winners were chosen by IFLC membership during their annual meeting in March. Contest participants, currently in third through sixth grades, created their own banks and entered them in one of the four contest categories: prettiest, celebrity look-alike, funniest, and most athletic. Each winner of the four categories received a scholarship of \$75.00 to an IDeal-Idaho 529 College Savings Program account. Winners, their parent(s) and teachers are invited to the annual Financial Literacy Month proclamation celebration at the Governor's office.

In April, along with a variety of non-profit entities and government agencies, the department will co-sponsor a **Scam Jam** on April 21, 2016, in McCall and another **Scam Jam** in Coeur d'Alene on May 19, 2016. These Scam Jams are two of four scheduled in 2016. The Scam Jams are free events that are open to the public. The **McCall Scam Jam** will be held at **Idaho First Bank** and will begin at 9:00 a.m. and end at 4:15 p.m. Registration opens at 8:00 a.m. The keynote speaker for this event will be **Lupe Wissel, State Director AARP**. Sponsors will have breakout sessions, and Coleen Hodson, with the department's Securities Bureau, will present *The Chilling Effects of Investment Fraud*.

NEWS RELEASE

April 1, 2016

Page 2

Below is a list of some of the events scheduled for April. A list of events throughout Idaho is on the department's website at www.finance.idaho.gov. For more information on any of these events or to schedule a presentation, please call **Patricia Highley** or **Jo Ann Lanham** of the Idaho Department of Finance at **(208) 332-8004** or toll-free within Idaho at **1-888-346-3378**. All presentations are free and are scheduled on a first-come, first-serve basis.

Financial Literacy Month Events:

- ▶ The Proclamation ceremony at the Idaho State Capitol will be held on April 1.
- ▶ The McCall Scam Jam will be held on April 21 and is open to the public. Register at https://aarp.cvent.com/ID_ScamJamMcCall.
- ▶ The Coeur d'Alene Scam Jam will be held on May 19 and is open to the public. Register at https://aarp.cvent.com/ID_ScamJamCDA2016.
- ▶ The Department of Finance will offer **financial education presentations** to Idahoans at high schools, senior citizen centers, universities, and community groups in April.
- ▶ The department participates in the on-going **Bank On Treasure Valley**, a non-profit program designed to help un-banked and under-banked individuals obtain low-cost, starter checking and savings accounts coupled with free financial education from participating financial institutions.
- ▶ "Financial Literacy Month Tip of the Week" press releases will be issued by the department during April focusing on various timely financial topics.
- ▶ The department has on its website a **Financial Literacy Month Calendar of Events** which highlights events during April as well as the many other resources that are available. Website resources include an assortment of financial literacy informational links and brochures, fraud prevention tips, and links to sites on such topics as "Online Fraud Prevention Tips," "Research Your Broker," "Foreclosure Prevention Resources," and more. The website can be found at www.finance.idaho.gov; click through to Education/Financial Literacy.

Department of Finance Press Releases and other information can be found on the Internet at <http://finance.idaho.gov> and may be obtained by contacting the department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.

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