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**NEWS RELEASE**

**For Immediate Release**

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**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.

"Americans have more opportunities for credit than ever before, are living longer than ever before, and the options for investing and saving are increasingly complex. It is therefore more important than ever before that Idahoans remember the link between financial education, saving and investing early in life, and financial success," Governor Otter said. "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)** - <sup>1</sup>[www.idahoflc.org](http://www.idahoflc.org)), the **Idaho Military Financial Alliance**, and **Idaho Public Libraries** have joined together to sponsor "Financial Literacy Month" in April. The department is proud to team with these organizations to draw attention to the need for all Idahoans to learn money management skills.

A proclamation ceremony with **Idaho Lieutenant Governor Brad Little** and members of the **Idaho Financial Literacy Coalition** is planned on April 4<sup>th</sup>, at the Idaho State Capitol. The ceremony will kick off Financial Literacy Month and will include a presentation of awards 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 members during their annual meeting in March. Contest participants currently in third through sixth grades created their own piggy banks and entered them in one of the four contest categories: prettiest, celebrity look-alike, funniest, and most creative. Each winner of the four categories receives a scholarship of \$75 to an IDEal-Idaho 529 College Savings Program account. Winners, their parents and teachers are invited to the annual Financial Literacy Month Proclamation celebration at the Governor's Office.

To celebrate April as "Financial Literacy Month," the department will offer presentations to Idaho citizens, high schools, and businesses on financial-related topics. It also will cosponsor a Caldwell **Scam Jam** on May 25<sup>th</sup> at the College of Idaho, Caldwell. The Scam Jam is a free event that is open to the public and will begin with registration and breakfast at 8:00 a.m., followed by the opening ceremonies at 8:45 a.m.

Dignitaries speaking at the event include Idaho Lieutenant Governor Brad Little, Caldwell Mayor Garret L. Nancolas, and Margie Gonzalez, Executive Director of the Idaho Commission of Hispanic Affairs.

<sup>1</sup> The Idaho Financial Literacy Coalition is a partnership of private and public sector financial educators. The IFLC is also an affiliate of the Jump\$tart Coalition for Personal Financial Literacy.

Scam Jam Alliance members and sponsors will present a variety of break-out sessions in English and Spanish. Presentations include topics such as tax-related identity theft, reverse mortgages, as well as local fraud updates from law enforcement. Vendor tables will provide a variety of educational materials for attendees. A free lunch will be served.

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](http://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-served basis.

Financial Literacy Month Events:

- ▶ The Proclamation ceremony at the Idaho State Capitol will be held on April 4<sup>th</sup>.
- ▶ On April 5<sup>th</sup>, IFLC President Melissa Schug will travel to Washington, D.C., to accept an award on behalf of the IFLC from the National Jump\$tart Coalition. Jump\$tart chose the IFLC as **2016 State Coalition of the Year** for its effectiveness and innovation in its outreach to teachers and the public at the state level.
- ▶ The Scam Jam will be held on May 25<sup>th</sup>, and is open to the public. Registration for the event will be opening soon.
- ▶ The department will offer **financial education presentations** to Idahoans at high schools, senior citizen centers, universities, and community groups in April.
- ▶ The department will participate in a High School Financial Reality Fair being held at Nampa's Skyview High on April 5<sup>th</sup> and Caldwell High on April 11<sup>th</sup>.
- ▶ The department will present three classes entitled Using Credit Wisely/Credit Reports/Scores, Budgeting, Savings and Investing Basics and Mortgage Lending/First-Time Home-Buying to employees at Plexus Corporation, Nampa.
- ▶ The department sponsors 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 weekly by the department throughout April, focusing on various timely financial topics.
- ▶ The **Financial Literacy Month Calendar of Events** will be posted on the Department of Finance website and will highlight events during April as well as the many other resources that are available. Website resources include a list of all department-licensed financial institutions as well as 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](http://www.finance.idaho.gov); click through to Education/Financial Literacy.

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*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.*