



BRAD LITTLE
Governor

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NEWS RELEASE

For Immediate Release

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**GOVERNOR LITTLE PROCLAIMS APRIL AS
“FINANCIAL LITERACY MONTH”**

Boise, Idaho . . . Governor Brad Little has signed a proclamation establishing April as “Financial Literacy Month” in Idaho. Governor Little sends an encouraging message to all Idahoans: “We will work together to make Idaho the place our children and grandchildren want to stay. Financial literacy is a key to helping Idahoans and our future generations thrive.” Acting Director Mary Hughes added, “The Department of Finance is proud to be a part of financial literacy in Idaho.”

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 and the IFLC are pleased to take part in Financial Literacy Month to draw attention to the financial efforts of all Idahoans to learn money management skills.

A proclamation ceremony with Governor Little and members of the **Idaho Financial Literacy Coalition** is planned for April 2nd at the Idaho State Capitol. The ceremony will kick off Financial Literacy Month and 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 banks and entered them in one of three contest categories: celebrity look-alike, funniest, and most creative. IDEal Idaho contributes \$75 to each winner of the three Piggy Bank categories, to fund an IDEal-Idaho 529 College Savings Program account. As a state-sponsored savings program, IDEal’s mission is to help Idaho families create more opportunities for their children by preparing early for the costs of higher education. Winners, their parents and teachers are invited to the annual Financial Literacy Month proclamation celebration at the Governor’s office.

Financial Literacy Month “Tip of the Week” press releases will be issued by the Department each week during April, focusing on timely financial topics.

The Department also supports financial literacy throughout the year:

- Along with a variety of non-profit entities and government agencies, the Department, as a member of the Idaho Scam Jam Alliance, will co-sponsor a **Scam Jam** on May 28, 2019, at the Galaxy Event Center in Meridian. The Scam Jam events are conducted each year, either locally or around the state of Idaho. The Scam Jams are free, and open to the public. Please visit www.idscamjamalliance.org for coming information on this year’s Scam Jam event.
- The Department participates in the ongoing **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 along with free financial education from participating financial institutions.
- The Department is a proud sponsor of the Smart Women Smart Money Conference. The first of two conferences was conducted on February 15th at the Centre on the Grove, Boise. The second conference will be conducted in Moscow, on Friday, October 25th.
- The Department’s website resources contain financial literacy topics, which include “Fraud Prevention Tips,” “Mortgage Loans,” “Research Your Broker,” “Information for Service Members,” and more. The website can be found at <https://finance.idaho.gov>; click through to Consumer/Financial Literacy.
- Finally, the Department offers free **financial education presentations** to Idahoans at high schools, senior citizen centers, universities, and community groups. To schedule a presentation, or for more information on any of the above events, 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.

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