



BRAD LITTLE
Governor

PATRICIA PERKINS
Director

CONTACT:
Patricia Highley
Senior Securities Analyst
Securities Bureau
(208) 332-8077

NEWS RELEASE

For Immediate Release

April 6, 2020

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 all know that knowledge is power and nowhere is this more evident than with financial education,” the Governor said. “I encourage every Idahoan to take advantage of the great free resources the State and others have available to learn about the wise use of credit, the basics of saving and investing, and home ownership.”

Director Patricia Perkins added, “Idahoan’s around the state benefit their lives dramatically by learning how to manage their money. The education and free resources available are key to providing Idahoans the tools to achieve a better financial life. The Department of Finance is proud to once again be a part of this month and its dedication to the financial literacy of all Idahoans.”

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.

In conjunction with Financial Literacy Month, the IFLC membership organizes Idaho’s annual **“Piggy Bank Beauty Contest.”** Contest participants, currently in third through sixth grades, created their own banks and entered them in one of four contest categories: celebrity look-alike, funniest, prettiest, and most creative. IDEal - Idaho College Savings Program contributes \$75 to each winner of the four 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.

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 host webinars and a **Scam Jam** in 2020. Dates and location for the in-person Scam Jam will be announced at a later date due to social gathering restrictions in response to the COVID-19 virus. 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 conference was conducted on February 14th at the Centre on the Grove, Boise.
- 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 www.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 **Celia Kinney** 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.

* * * *

Department of Finance press releases and other information can be found on the internet at www.finance.idaho.gov and may be obtained by contacting the department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.