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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Governor Brad Little Proclaims April as Financial Literacy Month

Boise, Idaho... Governor Brad Little has officially proclaimed April as Financial Literacy Month in Idaho, reaffirming the state's commitment to empowering Idahoans with the knowledge and skills needed for lifelong financial well-being. The Idaho Department of Finance (IDOF) and the Idaho Financial Literacy Coalition (IFLC) proudly support this annual observance, which highlights how early financial education helps shape healthy financial habits and long-term stability.

"Financial literacy is a lifelong skill, and building a strong foundation early is essential," said Director Salvador Cruz. "When we equip young people with the tools to understand money, we empower them to make confident decisions that support their future stability and success."

As a part of Financial Literacy Month, Governor Little will honor the winners for the 16th annual Piggy Bank Beauty Contest, a statewide initiative designed to spark financial curiosity among students. The awards ceremony will take place on April 14, 2026, at the Idaho State Capitol.

The Piggy Bank Beauty Contest, held in conjunction with America Saves Week, invites students in grades 3–6 to design creative piggy banks while learning the fundamentals of saving, budgeting, and making thoughtful financial decisions. The IFLC's digital submission option ensures students across Idaho can participate. Contest winners receive a \$250 contribution to an IDeal 529 Education Savings Account.

Throughout Financial Literacy Month, the Idaho Department of Finance will share timely information and resources to support Idahoans in strengthening their financial well-being. A full schedule of upcoming activities is available on the IDOF events calendar at <https://www.finance.idaho.gov/events/>. Community groups and organizations may also request a free financial education presentation by visiting <https://www.finance.idaho.gov/speaker-request/>.

About the Idaho Department of Finance

The Idaho Department of Finance has regulated financial services in Idaho since 1905. Its mission is to safeguard the financial health of Idahoans through the appropriate oversight of diverse financial institutions, the education and protection of consumers, and by fostering sensible innovation in the financial services market. For more information, please visit [finance.idaho.gov](https://www.finance.idaho.gov) or email finance@finance.idaho.gov.