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NEWS RELEASE

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GOVERNOR OTTER PROCLAIMS APRIL "FINANCIAL LITERACY MONTH"

Boise, Idaho . . . "The quality of every Idahoan's life is dramatically affected by how you manage your money," Governor C.L. "Butch" Otter said in signing a proclamation establishing April as "Financial Literacy Month" in Idaho. "Education is a key to providing Idahoans the tools to achieve a better financial life."

"Making your money work for you is critical," Governor Otter said. "Financial education helps you gain an understanding of how to better manage your money. 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 – 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 IFLC's efforts 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 **First Lady Lori Otter** and members of the **Idaho Financial Literacy Coalition** is planned on April 3rd, at the Idaho State Capitol. The ceremony will kick off Financial Literacy Month and include presentation of awards to students who have won in selected categories of the **Piggy Bank Beauty Contest**.

The IFLC membership sponsored Idaho's annual "**Piggy Bank Beauty Contest**." This year's winners were chosen by the IFLC membership. Contest participants, currently in third through sixth grades, created their own banks and entered them in one of the four contest categories: prettiest, scariest, funniest, and celebrity-look-alike. Each winner of the four categories received a prize of \$50.

In April, along with a variety of non-profit entities and government agencies, the department will sponsor a **Scam Jam** on April 3, 2014 in Lewiston. The Scam Jam is a free event that is open to the public. It will be held at Lewis and Clark State College and will begin at 9 a.m. and end at 3:30 p.m. Registration opens at 8 a.m. The keynote speaker for this event will be **Attorney General Lawrence Wasden**. Sponsors will have breakout sessions, and the department will present ***Investment Fraud: Protecting Your Nest Egg***.

Below is a list of some of the events scheduled for April. A list of events throughout Idaho is on the department's Web site at <http://finance.idaho.gov>. For more information on any of these events or to

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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 will be 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 3rd.
- ▶ The Department of Finance will offer **financial education presentations** to Idahoans at high schools, senior citizen centers, universities, and community groups in April.
- ▶ **Weekly Consumer Bulletins** focusing on various timely financial topics will be issued by the department during April.
- ▶ The **Scam Jam** will be held in Lewiston at Lewis and Clark State College on April 3rd. The department, BBB, AARP, Idaho Commission on Aging, the Idaho Department of Insurance and many others are sponsoring this event as a way to educate citizens about financial fraud.
- ▶ **Idaho Public Libraries** around the state are participating in “**Stash Your Cash**” in Ada County, or “**Money Smart Week**” elsewhere throughout the state. Events are being held at public libraries throughout the state and cover topics regarding financial matters. These events are open to anyone. Please call your local library for more information.
- ▶ The department has on its Web site a **Financial Literacy Month Calendar of Events** which highlights events during April as well as the many other resources that are available. Web site 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 Web site can be found at <http://finance.idaho.gov> under 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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