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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Financial Literacy Tip of the Week Meet the Idaho Financial Literacy Coalition**



**Boise, Idaho...** As we kick off Financial Literacy Month, the Idaho Department of Finance is proud to feature a prominent Idaho coalition that works diligently to promote Financial Literacy across the state.... the Idaho Financial Literacy Coalition (IFLC)!

The IFLC was established in 1995 and is the Idaho chapter of the National Jump\$Tart Coalition that promotes Financial Literacy among youth and adult audiences alike. The coalition arranges various programs each year, including regular meetings to bring partners together to discuss financial literacy efforts and establish a strong network of collaborating professionals in the state.

The IFLC is a membership-based coalition with individuals representing many Idaho organizations with a shared mission of expanding financial literacy, including banks, credit unions, educators, and government and non-profit organizations. The coalition holds a Piggy Bank Beauty contest each year to encourage saving and financial education among 3<sup>rd</sup>-6<sup>th</sup> graders. The contest also allows teachers to apply to receive scholarships towards materials for their classroom. Winners of this contest win Idaho 529 scholarships and a meeting with the Governor of Idaho. Along with the Piggy Bank event, the IFLC is currently working on projects to support the Idaho State mandate of financial education for high school students and plans annual advocacy events at the Idaho State Capitol.

“The world of personal finance has become increasingly complex over the years due to technological and financial product innovations. Unfortunately, many Idahoans find themselves ill-equipped to deal with these complexities. The IFLC promotes education and advocacy for consumers, including but not limited to financial goal setting, budgeting, investing, savings products, insurance, loans, credit, fraud, scams, home-buying, retirement, and estate planning”, said Idaho Financial Literacy Coalition President, Luke Erickson.

To learn more about the Idaho Financial Literacy Coalition, visit [www.idahoflc.org](http://www.idahoflc.org). For opportunities to become involved or for general questions, email [IdahoFinancialLiteracy@gmail.com](mailto:IdahoFinancialLiteracy@gmail.com).

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*Consumers can obtain information about financial firms, professionals or products, as well as view more Department press releases and other information on the Internet at <http://finance.idaho.gov> or by contacting the Department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.*