



PRESS RELEASE

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Jump\$Tart Coalition to Honor Senator Reed, Maxine Sweet, and the Montana Financial Education Coalition in April

WASHINGTON, March 3, 2015...The Jump\$Tart Coalition for Personal Financial Literacy® has selected **U.S. Senator Jack Reed** (D-RI) to receive its **2015 Federal Leadership Award** for his ongoing efforts to promote financial literacy at the state and national levels. Senator Reed is the co-chair/co-founder of the Senate Financial and Economic Literacy Caucus, a bipartisan effort to ensure that all Americans are equipped with the essential money management skills and financial education they need. Senator Reed serves on the Banking, Housing, and Urban Affairs Committee and also serves on the Subcommittee on Financial Institutions and Consumer Protection.

Maxine Sweet, who recently retired as Vice President of Public Education at Experian®, will receive the **2015 William E. Odom Visionary Leadership Award**. Ms. Sweet was responsible for the creation of Experian's consumer education program more than 25 years ago and hosted the credit reporting industry's first online consumer advice column, "Ask Max." Ms. Sweet's vision and Experian's seed funding led to the creation of the Jump\$Tart National Educator Conference.

Montana Financial Education Coalition (MFEC) will be recognized as the **2015 Jump\$tart State Coalition of the Year**. Diana Holshue, president of MFEC, will accept this award on behalf of the organization. Among MFEC's numerous accomplishments is the development of Montana's online Financial Resource Education Database (FredMT.org), which enables consumers to search for financial education resources and service providers. This award recognizes the exemplary efforts and grassroots accomplishments of Jump\$tart's 51 affiliated state coalitions.

The Jump\$tart Coalition will present these awards at its annual awards dinner on Wednesday, April 22, 2015, at the Renaissance Washington, DC Downtown Hotel. The dinner is attended by Jump\$tart Coalition partners and supporters from business and finance, associations and educational non-profit organizations, academic leaders, and federal agency leadership. [Tickets and tables are available through Jump\\$tart's website.](#)

"Progress in the financial literacy effort can be attributed to the dedicated organizations and individuals who best understand this critical need and have pursued its goals, relentlessly," said Laura Levine, Jump\$tart President and CEO. "During April — Financial Literacy Month — we come together to celebrate and thank these honorees for their accomplishments and commitment on behalf of America's youth."

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About Jump\$tart: The Jump\$tart Coalition is a Washington, DC-based not-for-profit organization that seeks to improve the personal financial literacy of students in pre-kindergarten through college. It is a coalition of near 150 national organizations and a network of 51 affiliated state coalitions, which work individually, and collectively to conduct and support financial education. Jump\$tart is the original promoter of April as Financial Literacy Month. For more information about the Jump\$tart Coalition, go to www.jumpstart.org or follow us on [Facebook](#) and [Twitter](#) @NatJumpstart. Please visit our website for more [information about the annual awards dinner](#).