



PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:
David Casserly
David.Casserly@jumpstart.org
(202) 466-8604

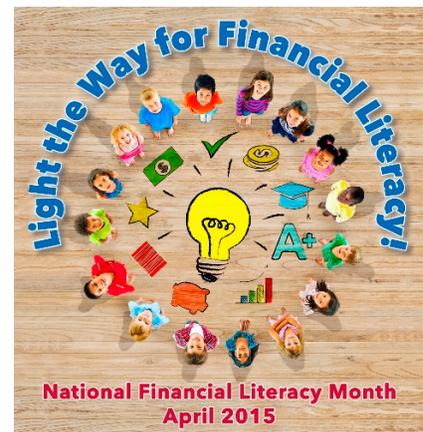
Jump\$TART Coalition Lights the Way for Financial Literacy Month 2015

WASHINGTON, March 31, 2015...The Jump\$TART Coalition announced today that it will join with its national partners, 51 affiliated state coalitions, financial educators and other members of the financial literacy community to recognize April as National Financial Literacy Month. “Light the Way for Financial Literacy” is this year’s theme, emphasizing the importance of guiding and helping young people to find their own reliable financial paths.

As the original promoter of April as Financial Literacy Month, Jump\$TART will once again champion a month-long campaign to raise public awareness about the importance of financial literacy and the need for financial education; encouraging collaboration and acknowledging the many and diverse contributions its partners have made—and continue to make—to the field. National Financial Literacy Month, sometimes referred to as National Financial Capability Month, is marked by local, regional, and national events and initiatives, including:

- National Retirement Planning Week – April 13-17
- Financial Literacy Summit 2015 – April 15: Online and at the Federal Reserve Bank of Chicago
- Money Smart Week – April 18-25
- Teach Children to Save Day – April 24

Jump\$TART will recognize individual and collective accomplishments in advancing financial literacy at its [annual awards dinner](#), April 22. This event brings together national leaders of the financial literacy effort from across the country. On April 24, Jump\$TART will co-convene—along with the Council for Economic Education and Junior



Achievement USA, and in conjunction with the offices of U.S. Representatives Rubén Hinojosa and Steven Stiers—the 13th annual [Financial Literacy Day on Capitol Hill](#). This free public event will be held in the Cannon House Office Building. Many of Jump\$tart’s [state coalitions](#) will also conduct events throughout the month.

With ongoing efforts, such as its online [Clearinghouse](#) of financial education resources; its recently updated [National Standards in K-12 Personal Finance Education](#); its support for educators through the [Jump\\$tart Teacher Training Alliance](#) and [National Educator Conference](#), and more, Jump\$tart works throughout the year to “light the way” for American youth to a brighter financial future.

“Despite critics, budget cuts, and other obstacles, it’s so important that we redouble our efforts, and our resolve, to continue to teach people—especially young people—about how to manage their money,” said Laura Levine, president and CEO of the national Jump\$tart Coalition. “I just can’t imagine a world in which a less informed consumer is a better option.”

“I’m proud of how Jump\$tart partners—including some unlikely collaborators—have put their differences aside to work together to advance financial literacy and we’re starting to see some real results,” she went on to say.

A recent study sponsored by FINRA, a national Jump\$tart partner, found that a financial education mandate for high school students in Georgia, Idaho, and Texas, had significant practical consequences for young adults. These included significantly increased credit scores and a lower delinquency rates on credit accounts. Currently, though, only 17 states have financial education mandates, while 22 states have mandatory economic classes.

–30–

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. Jump\$tart’s nearly 150 national partners and 51 affiliated state coalitions work individually and collectively to educate and prepare our nation’s youth for life-long financial success. Jump\$tart is the original promoter of April as Financial Literacy Month and publisher of the National Standards in K-12 Personal Finance Education. For more information about the Jump\$tart Coalition, go to www.jumpstart.org or follow us on [Facebook](#) and [Twitter](#) @NatlJumpstart. Please visit our website for more [information about April – Financial Literacy Month](#).