



C. L. "BUTCH" OTTER  
Governor

GAVIN M. GEE  
Director

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## NEWS RELEASE

**For Immediate Release**

**March 31, 2011**

### **GOVERNOR OTTER PROCLAIMS APRIL "FINANCIAL LITERACY MONTH"**

*Idaho Department of Finance  
and the Idaho Financial Literacy Coalition  
offer financial education*

Boise, Idaho . . . Noting that, "In tough economic times the consequences of financial mismanagement become more severe. People now have an obligation to themselves to be responsible for their financial well-being," Governor C.L. "Butch" Otter today signed a proclamation establishing April as "Financial Literacy Month."

"In talking to Idaho citizens, literally everyone in some way has been affected by the economic downturn." Governor Otter said. "I encourage every Idahoan to take advantage of the great free resources the State and others have available to learn about the wise use of credit, the basics of saving and investing and home ownership preservation, and the pitfalls associated with mortgage modification fraud."

The Idaho Department of Finance, the Idaho Financial Literacy Coalition (IFLC) ([www.idahoflc.org](http://www.idahoflc.org)) – an affiliate of the Jump\$tart Coalition for Personal Financial Literacy – and Get \$mart Idaho have joined together to sponsor "Financial Literacy Month" in April. The IFLC is a partnership of private and public-sector financial educators with whom Get \$mart Idaho is affiliated. The Department of Finance participates year round in the efforts of the IFLC and is proud to take part in this opportunity to draw attention to the need for all Idahoans to obtain money management skills. The Governor signed the Proclamation today at a press conference sponsored by IFLC.

Governor Otter also announced the winners of Idaho's first annual Piggy Bank Beauty Contest, previously 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 \$100 U.S. savings bond. The Best in Show winner received a \$200 U.S. savings bond.

Other events planned for Financial Literacy Month:

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- ▶ The Department of Finance will offer financial education presentations to Idaho's high schools, investment clubs, senior centers and universities in April and throughout the school year.
- ▶ Get \$mart Idaho is sponsoring a luncheon on Thursday, May 5th as part of Financial Literacy Week (May 2-6) in northern Idaho. The luncheon's keynote will be Dr. Angela Lyons, a forerunner in her field in identifying how personal financial management skills can greatly impact individuals. Dr. Lyons is a professor with the Department of Agricultural and Consumer Economics at the University of Illinois at Urbana-Champaign. She has published a multitude of studies that support her teachings, and offers her support to organizations across the county in order to promote the critical importance of financial education and action. You can purchase tickets to this event and check for other events during Financial Literacy Week at [www.getsmartidaho.org](http://www.getsmartidaho.org).
- ▶ Weekly Consumer Bulletins focusing on various timely financial topics will be issued by the Idaho Department of Finance during April.
- ▶ The Idaho Department of Finance has a section on its website devoted to Financial Literacy Month which highlights the many resources that are available. Website 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 website can be found at <http://finance.idaho.gov> under Education/Financial Literacy.

The department's presentations are drawn from *The Basics of Saving and Investing: Investor Education*, a personal finance teaching curriculum **available free of charge to Idaho teachers**, and *Money Smart*, a training program offered by the Federal Deposit Insurance Corporation. Presentations can be customized to the needs of a particular class.

For more information on any of these events or to schedule a high school, senior citizen, corporate, or collegiate 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.

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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.