



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 4, 2023

**GOVERNOR LITTLE SIGNS HISTORICAL FINANCIAL LITERACY BILL AND
PROCLAIMS APRIL FINANCIAL LITERACY MONTH**

Boise, Idaho... Governor Brad Little has declared April Financial Literacy Month in Idaho. Further demonstrating his support of this important initiative, Governor Little, Superintendent of Public Instruction Debbie Critchfield, and Representative James Petzke of Meridian along with the members of the House and Senate celebrated a historic achievement with the passage of HB92, which ensures high school students take at least one course on personal finance and money management.

"New legislation introduced during this legislative session mandating financial literacy education for Idaho students demonstrates the commitment of state and local leaders to create forward momentum on this important initiative for the next generation of Idahoans," said Director Patti Perkins

The **Idaho Department of Finance**, the **Idaho Financial Literacy Coalition**, and **Idaho Public Libraries** have joined together to sponsor Financial Literacy Month in April. The Idaho Financial Literacy Coalition (IFLC) (www.idahoflc.org), a partnership of private- and public-sector financial educators, is an affiliate of the Jump\$tart Coalition for Personal Financial Literacy. The Department and the IFLC are pleased to take part in Financial Literacy Month to draw attention to the importance of financial education for all Idahoans.

A proclamation ceremony with Governor Little and members of the **Idaho Financial Literacy Coalition** is planned for April 4th at the Idaho State Capitol. The ceremony will kick off Financial Literacy Month and include a presentation of awards to students who have won in selected categories of the **Piggy Bank Beauty Contest**.

The **Piggy Bank Beauty Contest**, organized annually by the IFLC, is a contest for Idaho students in 3rd through 6th grades. To be considered, students create and/or decorate a piggy bank using virtually any materials and their own ingenuity. Each of this year's winners will receive a \$150 scholarship to start their very own college savings account, provided jointly by IFLC and member **IDeal – Idaho's College Savings Program**. As the state-sponsored college savings program, IDeal's mission is to help Idaho families save for future education goals in a tax-advantaged way. Contest winners, their parents and teachers are invited to the annual Financial Literacy Month proclamation celebration at the Governor's office.

In support of the Governor's proclamation throughout the month of April, the Department will release **new weekly episodes of its podcast, Insights by IDOF, each Wednesday on its website, www.finance.idaho.gov/insights/ and on most major podcast platforms**. This is a special lineup of content featuring renowned guest speakers and subject matter experts on a variety of financial and consumer protection topics including: **the transition to financial independence, cybersecurity and account takeover**

fraud, new financial literacy requirements for Idaho students, and key elements of Buy Now, Pay Later loans. Each weekly podcast release in April will be accompanied by a corresponding tip-of-the-week press release covering the highlights of each conversation.

In line with its mission to promote the education and protection of consumers, the Department also supports financial literacy throughout the year with the following events, partnerships, and efforts:

- Proudly sponsors and participates in the annual **Our Financial Conference** hosted by the University of Idaho Extension. This financial conference features “something for everyone” including information and resources from Idaho-based financial experts across a wide variety of fields. This year’s conference is scheduled for April 7, 2023, in Moscow, Idaho. Information about this event can be found online at <https://www.uidaho.edu/extension/county/latah/family-finance/conference>.
- Is a member and supporting contributor of the **Idaho Scam Jam Alliance**, a local group of non-profit entities and government agencies dedicated to promoting scam and fraud awareness. Upcoming events and contact information to request an event can be found online at www.idscamjamalliance.org.
- Is a proud sponsor of the bi-annual **Conference on Housing and Economic Development**.
- Posts periodic consumer alerts, enforcement updates, and scheduled outreach events on its social media channels including on **Twitter at @IdahoFinance**, and on **Facebook at @IdahoDOF**.
- Offers **free financial education presentations** on a wide variety of topics including but not limited to building and protecting personal credit, basics of budgeting and saving, first-time homebuying, identity theft prevention, and investing and preparing for retirement. All presentations are free and are scheduled on a first-come, first-served basis.

Additionally, The Department’s website resources contain financial literacy topics, including *Fraud Prevention Tips, Mortgage Loans, Research Your Broker, Information for Service Members*, and more. The website can be found at www.finance.idaho.gov; click through to Consumer/Financial Literacy.

Department of Finance press releases can be found 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