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Director

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NEWS RELEASE

For Immediate Release

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GOVERNOR OTTER PROCLAIMS APRIL "FINANCIAL LITERACY MONTH"

Boise, Idaho . . . Governor C.L. "Butch" Otter has signed a proclamation establishing April as "Financial Literacy Month" in Idaho, noting that, "The quality of every Idahoan's life is dramatically affected by how you manage your money. Education is a key to providing Idahoans the tools to achieve a better financial life. I encourage every Idahoan to take advantage of the great free resources available during the month to learn about the wise use of credit, the basics of saving and investing, home ownership preservation, and the pitfalls associated with financial fraud."

The **Idaho Department of Finance**, the **Idaho Financial Literacy Coalition (IFLC)** (www.idahoflc.org) – an affiliate of the Jump\$tart Coalition for Personal Financial Literacy – the **Idaho Military Financial Alliance**, and **Idaho Public Libraries** have joined together to sponsor "Financial Literacy Month" in April. The IFLC is a partnership of private- and public-sector financial educators. The Department of Finance participates year-round in IFLC efforts and is proud to take part in this opportunity to draw attention to the need for all Idahoans to learn money management skills.

A proclamation ceremony with Governor Otter and members of the **Idaho Financial Literacy Coalition** is planned for April 12 at the Idaho State Capitol. The ceremony will kick off Financial Literacy Month and will include a presentation of awards to students who have won in selected categories of the **Piggy Bank Beauty Contest**.

The IFLC membership organizes Idaho's annual "**Piggy Bank Beauty Contest.**" This year's winners were chosen by IFLC members during their annual meeting in March. Contest participants, currently in third through sixth grades, created their own banks and entered them in one of the four contest categories: prettiest, celebrity look-alike, funniest, and most creative. Each winner of the four categories will receive \$75 to fund an IDeal-Idaho 529 College Savings Program account. Winners, their parents and teachers are invited to the annual Financial Literacy Month proclamation celebration at the Governor's office.

Along with a variety of non-profit entities and government agencies, the Department of Finance, as a member of the Idaho Scam Jam Alliance, will co-sponsor two **Scam Jams** on May 14 and 15, 2018, in Idaho Falls and Pocatello. The Scam Jam events are free, open to the public and will begin at 10 a.m. and end at 3 p.m. Registration opens at 9:30 a.m. The keynote speakers for both of these events will be **Charles A. Harwood, Northwest Region director for the Federal Trade Commission**. Sponsors will have breakout sessions, and the department will have presentations on the red flags of investment scams.

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Below is a list of some of the events scheduled for April. A list of events throughout Idaho is on the Department of Finance's website at www.finance.idaho.gov. For more information about any of these events or to schedule a 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 are scheduled on a first-come, first-served basis.

Financial Literacy Month Events:

- ▶ The Proclamation ceremony at the Idaho State Capitol will be held on April 12.
- ▶ The Scam Jams will be held on May 14 and 15 and are open to the public.

Register for the Idaho Falls event at:

<https://www.aarp.org/states/id/stateeventdetails.eventId=684758&stateCode=ID/>

Register for the Pocatello event at:

<https://www.aarp.org/states/id/stateeventdetails.eventId=684752&stateCode=ID/>

- ▶ The Department of Finance will offer **financial education presentations** to Idahoans at high schools, senior citizen centers, universities, and community groups in April.
- ▶ The department participates in the ongoing **Bank On Treasure Valley**, a non-profit program designed to help un-banked and under-banked individuals obtain low-cost, starter checking and savings accounts along with free financial education from participating financial institutions.
- ▶ "Financial Literacy Month Tip of the Week" press releases will be issued by the department during April, focusing on various timely financial topics.
- ▶ The department has a **Financial Literacy Month Calendar of Events** on its website, highlighting events during April as well as the many other 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 www.finance.idaho.gov; click through to Education/Financial Literacy.

Department of Finance Press Releases and other information can be found on the internet at www.finance.idaho.gov and may be obtained by contacting the department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.

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