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NEWS RELEASE

FOR IMMEDIATE RELEASE

April 11, 2025

IDAHO STATE TREASURER PROCLAIMS APRIL FINANCIAL LITERACY MONTH

Boise, Idaho... April is officially designated as Financial Literacy Month, thanks to the proclamation by Idaho State Treasurer Julie Ellsworth, with strong support from the Idaho Department of Finance (IDOF) and the Idaho Financial Literacy Coalition (IFLC). This annual observance emphasizes the importance of early financial education in fostering positive financial habits.

"We recognize the importance of helping Idaho's youth develop a financial compass to navigate successfully into adulthood and make financially responsible decisions that will yield benefits for years to come," said Director Patti Perkins.

To celebrate financial literacy, a ceremony will be held on April 11, 2025, at the Idaho State Capitol to honor the winners of the 15th Annual Piggy Bank Beauty Contest. Attendees will include Idaho State Treasurer Julie Ellsworth, IDOF Director Patti Perkins, Idaho Superintendent of Public Instruction Debbie Critchfield, and members of the IFLC. **This initiative has been made possible through the collaboration of the Idaho Financial Literacy Coalition (IFLC) (www.idahoflc.org), IDeal - Idaho's College Savings Program, and the sponsorship of J & M Sanitation.**

The Piggy Bank Beauty Contest invites students in grades 3 through 6 to design creative piggy banks, with a chance to win a \$250 scholarship to kickstart their very own college savings account contributed by **IDeal – Idaho's College Savings Program**. IDeal is the state's 529 college savings program that aims to provide all Idahoans with a path to pursue future education and career goals without incurring burdensome debt. IDeal provides Idaho taxpayers benefits for saving and can be used nationwide at eligible colleges, universities, and vocational schools as well as for registered apprenticeships and limited student loan repayment. Visit www.idsave.org for more information.

Throughout Financial Literacy Month, IDOF will publish informative press releases and new episodes of the Insights by IDOF podcast available at <https://www.finance.idaho.gov/about-us/departments-podcast/> and on YouTube [@IdahoDepartmentofFinance](https://www.youtube.com/@IdahoDepartmentofFinance). IDOF is committed to promoting financial literacy throughout the year through various community outreach and educational initiatives. Upcoming events can be found on the IDOF calendar at <https://www.finance.idaho.gov/about-us/events/>. **To request a free financial education presentation** for a community group or organization, visit <https://www.finance.idaho.gov/about-us/contact-us/>.

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