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NEWS RELEASE

FOR IMMEDIATE RELEASE

January 30, 2025

15th ANNUAL PIGGY BANK BEAUTY CONTEST ANNOUNCEMENT

Boise, Idaho- The Idaho Department of Finance, in partnership with **the Idaho Financial Literacy Coalition (IFLC), IDeal - Idaho's College Savings Program, and the sponsorship of J & M Sanitation**, is excited to announce that the 15th annual Piggy Bank Beauty Contest is open for submissions.

Held in conjunction with America Saves Week, the Piggy Bank Beauty Contest invites children in grades 3 through 6 to showcase their creativity by crafting and creating their own piggy banks. The event aims to inspire Idaho's youth to think about saving in an enjoyable and imaginative way by promoting overall financial literacy skills such as the value of money, the significance of saving, and the consequences of financial choices.

The contest is open to students from any school district, childcare facility, remote district, online/home school platform, or after-school program across Idaho. This year, the IFLC is launching a new digital submission option to increase inclusivity and participation across the state. Photo entries of Piggy Banks are to be submitted to the IFLC website at <https://idahoflc.org/piggy-bank-about/> between February 1 and February 28, 2025. Piggy banks do not need to be pig-shaped but must be capable of holding coins.

Ten semi-finalists in each category will be chosen by March 5, 2025, and voting will take place on IFLC social media platforms from March 7-21, 2025. Winners will be selected based on the following four categories: Funniest, Prettiest, Most Creative, and Celebrity Look-Alike. Each winner will receive a \$250 scholarship for an **IDeal - Idaho 529 College Savings Account**.

For more information on contest rules and entry forms, please visit: <https://idahoflc.org/piggy-bank-about/>

****About the Idaho Financial Literacy Coalition: ****

The Idaho Financial Literacy Coalition, a state affiliate of the Jump\$tart Coalition for Personal Financial Literacy, has been promoting financial education across Idaho since 1995. Its mission is to improve the personal finance knowledge and education programs for Idahoans, providing resources and education to teachers, youth leaders, and others in need.

****About the Ideal 529 Idaho 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.idsaves.org for more information.

Consumers can obtain information about financial firms, professionals, or products, as well as view more Department press releases and other information 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.