



**IowaCollegeAid.gov**

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

Contact: Heather Doe  
515-725-3417  
515-975-6769 cell  
[heather.doe@iowa.gov](mailto:heather.doe@iowa.gov)

### **Student Video Challenge Promotes Financial Literacy in Iowa**

*IFLiP Video CLiP Challenge empowers students to educate peers on personal finance concepts*

**Des Moines, IA., January 23, 2014** – The Iowa College Student Aid Commission (Iowa College Aid) and EverFi, Inc., announced today the launch of the 3<sup>rd</sup> Annual IFLiP Video CLiP Challenge, a unique competition that encourages Iowa high school students to creatively demonstrate the importance of making smart financial decisions.

Nationally, surveys indicate high school and college students are not adequately prepared to manage their money. In addition, college graduates in Iowa have some of the highest student loan debt levels in the nation. Through their efforts to bring financial education into schools across the state, Iowa College Aid, EverFi Inc., and their partners hope to change this trend.

“The need for financial education among young adults has never been more important,” stated Karen Misjak, executive director of Iowa College Aid. “The Iowa Financial Literacy Program provides students with knowledge on a variety of financial topics and allows them to explore and learn about core concepts of personal finance,” Misjak explained. “This challenge harnesses the talent of students and allows them to apply what they have learned to educate their peers in a format that is both creative and relatable to young people.”

Teams of students have the option to create videos or a series of vine-like clips, demonstrating knowledge gained through the Iowa Financial Literacy Program. The challenge, which runs through March 23, 2014, challenges students to submit videos or clips, up to three minutes in length, to educate their peers on a financial literacy topic of their choice. Entries will be judged on overall impact, creativity and accuracy of content. The team with the winning video will receive \$250 in prize money for team members to share and a \$1,000 technology grant for their high school, courtesy of EverFi, Inc.

“Nothing makes us happier than hearing stories of students who have applied their financial literacy skills in real-world situations and shared their newfound knowledge with friends,” said Tom Davidson, founder and CEO of EverFi, Inc. “EverFi is proud to partner with the Iowa College Student Aid Commission to bring financial literacy to life for students in a fun and engaging way.”

-more-

The Iowa Financial Literacy Program is made available to all Iowa high schools at no cost to the schools through a public-private partnership between Iowa College Aid, EverFi, Inc. and local financial institutions that sponsor the program in their communities. Currently, 116 Iowa high schools use the program, which helps Iowa educators teach, assess and certify students in over 600 core concepts of personal finance. In addition, the program aligns with the financial literacy essential concepts and skills of the Iowa Core.

For more information about the Iowa Financial Literacy Program, the IFLiP Video CLiP Challenge and how students can participate, visit [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov) or contact Iowa College Aid at 877-272-4456.

###

***About the Iowa College Student Aid Commission***

*Iowa College Aid provides college access, financial literacy, and outreach services to Iowa's students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$68.0 million annually, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education's College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Additionally, Iowa College Aid is the administrator of the Federal GEAR-UP Grant, a multi-year state-wide grant which is being utilized to provide early awareness programming and outreach initiatives to thousands of Iowa's students and families. More information is available at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov).*

***About EverFi Inc.***

*EverFi Inc. is the leading education technology company focused on teaching, assessing, and certifying K-12 and college students in the critical skills they need for life. The company teams with major corporations and foundations to provide the programs at no cost to K-12 schools. Some of America's leading CEOs and venture capital firms are EverFi investors including Amazon founder and CEO Jeff Bezos, Twitter founder Evan Williams, Rethink Education, New Enterprise Associates, Inc. (NEA), and Tomorrow Ventures (the investment arm of Google Chairman Eric Schmidt). Learn more at [www.everfi.com](http://www.everfi.com)*