



IowaCollegeAid.gov
Your Financial Aid Connection

NEWS RELEASE

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Student Video Challenge Promotes Financial Literacy in Iowa *Challenge empowers students to educate peers on core concepts of personal finance*

Des Moines, IA, March 15, 2012 – The Iowa College Student Aid Commission (Iowa College Aid), in conjunction with Iowa Bankers Association and EverFi, Inc. are sponsoring the IFLiP Video CLiP Challenge, a unique competition that encourages Iowa high school students to creatively demonstrate the importance of making smart financial decisions.

The challenge, which runs through April 22, 2012, asks students to submit videos, up five 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 a \$1,000 technology grant for their high school, courtesy of Iowa Bankers Association, and \$250 for the student team members to share, courtesy of EverFi, Inc.

“Being financially aware and understanding how to manage money are invaluable skills for young adults,” stated Karen Misjak, executive director of Iowa College Aid. “Since the launch of the Iowa Financial Literacy Program last year, students in over 100 Iowa schools have accessed the award-winning program 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.”

More information about the IFLiP Video CLiP Challenge, including eligibility requirements and challenge rules, can be accessed from Iowa College Aid’s website at www.IowaCollegeAid.gov. Questions about the Challenge, or the Iowa Financial Literacy Program should be directed to 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 nearly \$60.0 million annually, administers the Federal Family Education Loan Program (FFELP), provides borrowers with assistance to avoid the serious consequences of default, 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 GEARUP Grant, a multi-year, state-wide grant which is being used to provide early awareness programming and outreach initiatives to thousands of Iowa’s students and families. More information is available at www.IowaCollegeAid.gov.