



IowaCollegeAid.gov
Your Financial Aid Connection

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NEWS RELEASE

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Governor Branstad Proclaims April as Financial Literacy Awareness Month
Iowans encouraged to observe month by taking steps to improve financial understanding

Des Moines, IA, March 29, 2012– Governor Terry Branstad signed a proclamation late yesterday afternoon establishing April as Financial Literacy Awareness Month in Iowa to bring attention to the importance of financial education and economic empowerment. The proclamation was introduced by the Iowa College Student Aid Commission (Iowa College Aid) as part of its statewide effort to bring financial literacy to every school in Iowa.

“Financial education is becoming increasingly important, especially in today’s economy,” said Branstad. “Financial Literacy Awareness Month helps highlight the importance of educating all Iowans about responsible money management so they will be better prepared to make importance choices about finances in the future.”

“Financial literacy is a key initiative of our agency,” said Karen Misjak, executive director of Iowa College Aid. Iowa College Aid provides Iowa high schools and colleges with free access to online financial literacy programs, the Iowa Financial Literacy Program and Buttonwood™.

“I offer my gratitude to Governor Branstad for his support of this proclamation to raise awareness of the importance of financial literacy education,” said Misjak.

Representatives from the Iowa College Student Aid Commission, the Iowa Insurance Division, Iowa Division of Banking, Iowa Bankers Association, Iowa JumpStart Coalition, as well as students from Des Moines Public Schools and other financial literacy advocates were on hand for the signing.

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Financial Literacy Awareness Month provides an opportunity to highlight current financial literacy efforts in the state and the need to prepare Iowans to establish and maintain health financial habits. During the month of April, Iowa College Aid will host activities and share information to highlight this initiative. For more information about how the Iowa Financial Literacy Program and Buttonwood™ are helping Iowa students learn core concepts of personal finance, please contact Iowa College Aid at 877-272-4456 or visit Iowa College Aid's website at www.IowaCollegeAid.gov

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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 GEAR UP 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.