



IowaCollegeAid.gov  
Your Financial Aid Connection

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## **NEWS RELEASE**

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### **Interstate 35 High School Students Win Financial Literacy Video Challenge** *Winning video educates students on the importance of saving money*

**Des Moines, IA, May 2, 2012** – A team of students from Interstate 35 High School in Truro, Iowa is the first-place winner in the Iowa Financial Literacy Program (IFLiP) Video CLiP Challenge.

Students Wyatt Oliver, Nick Petersen, Forrest Beeler and Hunter Wearmouth, under the guidance of their business teacher, Kristine Zuercher, created the video, "[Saving Money](#)", about the importance of being financially literate. As a result of their winning entry, Interstate 35 High School will be awarded a \$1,000 technology grant, courtesy of Iowa Bankers Association, and the students will receive \$250 for their team to share, courtesy of EverFi, Inc.

Iowa College Aid, Iowa Bankers Association and EverFi, Inc., conducted the challenge during the month of April, as part of Financial Literacy Awareness Month, to promote financial education among young people. Iowa high school students were challenged with creating short videos, up to five minutes in length, to inform their peers about a financial literacy topic.

"Being financially aware and understanding how to manage money are invaluable skills for young adults," stated Karen Misjak, executive director of Iowa College Aid. "I was impressed with all of the IFLiP Video CLiP Challenge entries and how the students applied what they have learned to educate their peers on the importance of making smart financial decisions," said Misjak. "I offer my sincere congratulations to the students at Interstate 35 High School on their winning video, which is creative, informative and relatable to young people."

Financial literacy is a key initiative for Iowa College Aid. In 2010, Iowa College Aid launched the *Iowa Financial Literacy Program* to help prepare Iowa high school students to make smart financial decisions before they go to college or enter the workforce. This award-winning online platform, provided free to Iowa high schools, uses the latest in new media technologies to teach, assess and certify high school students in over 600 core concepts of personal finance. The program, developed by EverFi, Inc., is sponsored statewide by Iowa College Aid, locally by area financial institutions, and supported by Iowa Bankers Association. The program is currently being used in over 130 high schools across the state.

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The winning video from Interstate 35 High School, as well as those receiving honorable mention from Audubon High School and Treynor High School, can be accessed from Iowa College Aid's website, [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov). More information about the *Iowa Financial Literacy Program* is also available at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov), or by calling 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](http://www.IowaCollegeAid.gov).*

**About EverFi, Inc.**

*EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, and Alcohol Abuse Awareness. The company uses the latest technology, including rich media, high-definition video, simulation, diagrams, and avatars. EverFi teams with major corporations and foundations to provide the programs at no cost to K-12 schools.*