



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, April 4, 2013— Governor Terry Branstad signed a proclamation earlier this week 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.

“I am committed to boosting economic development and opportunities for all Iowans, and that includes building awareness of financial literacy tools to help citizens become successful consumers in their communities,” said Branstad. “Financial Literacy Awareness Month highlights the importance of educating Iowans of all ages about responsible money management so they will be better prepared to make important 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 with free access to the Iowa Financial Literacy Program, an interactive program that certifies students in over 600 core concepts of financial literacy. There are currently over 8,600 students from 140 high schools in Iowa using the Iowa Financial Literacy Program.

“It is important for Iowans to have the tools they need to be successful and financial education is an invaluable tool,” stated Misjak. “I would like to thank Governor Branstad for his support of the Iowa Financial Literacy Program and this proclamation to raise awareness of the importance of financial literacy education,” said Misjak.

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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 provide resources and share information to highlight this initiative. For more information about how the Iowa Financial Literacy Program is 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 over \$64.0 million annually, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. 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.