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NEWS RELEASE

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Remsen-Union Students to be Recognized for Financial Literacy Achievement *Students certified in over 600 core financial literacy concepts*

Des Moines, IA, April 22, 2013 – Twenty-eight high school students from Remsen-Union High School are better prepared to make smart financial decisions after successfully completing the Iowa Financial Literacy Program. An event recognizing the students' achievement will be held at the school on Friday, April 26, 2013 at 9:25 a.m. State Senator Randy Feenstra, representatives from the Iowa College Student Aid Commission (Iowa College Aid) and EverFi, Inc. will speak at the event where each student will be awarded a certificate of completion. The event honoring the students is open to the public.

Remsen-Union High School partnered with Iowa College Aid to incorporate the Iowa Financial Literacy Program, developed by EverFi, Inc., into existing curricula. The online program uses the latest in new media technologies – adaptive-pathing, 3-D gaming, social networking, online animations, video, and messaging tools - to bring complex financial concepts to life. Using the Iowa Financial Literacy Program, the students have become certified in more than 600 core concepts of personal finance such as budgeting, saving, using credit cards wisely and financing higher education.

“The most important financial tool is knowledge,” explained Randy Feenstra, State Senator from Iowa District 2. “It is increasingly important for our citizens of all ages to have a well-rounded financial education,” said Senator Feenstra. “I applaud the administrators and educators at Remsen-Union for using the Iowa Financial Literacy Program to empower their students with the skills to make smart financial decisions that will benefit them for years to come.”

“Financial literacy is closely connected to an individual’s emotional, personal, social, economic, and employment success,” stated Ken Howard, Remsen Superintendent. “It is the ability to access, manage, integrate, evaluate, and create information in order to function in an ever changing society,” said Superintendent Howard. “Each student in the Remsen-Union schools must learn financial literacy concepts, in order to enable him or her to succeed in the complex global environment that is his or her future.”

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“The Iowa Financial Literacy Program is part of a statewide initiative to bring financial literacy to every high school in the state,” explained Karen Misjak, executive director of Iowa College Aid. “Each learning module meets the financial literacy essential concepts and skills of the Iowa Core, which Iowa high schools were required to implement by July 1, 2012 to ensure students leave high school prepared in 21st century skills. Through financial education we hope future generations of Iowans will be better prepared to manage their personal finances,” stated Misjak.

Free access and program support for Remsen-Union High School was made possible through Iowa College Aid’s statewide sponsorship of the program. For more information on the Iowa Financial Literacy Program and local sponsorship opportunities, please contact Iowa College Aid at 877-272-4456 or visit Iowa College Aid’s website at www.IowaCollegeAid.gov.

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. 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.

About EverFi *EverFi is building and operating the nation's largest network for K-12 online education in off-curriculum, but highly valuable content areas such as financial literacy, student loan management and other key life skills for the 21st century student. EverFi’s award-winning platform is designed to provide a highly engaging experience for students and features the latest technology and instructional design, including rich media, high-definition video, 3D simulations and social networking. EverFi is powering a national movement that enables corporations and foundations to partner with schools and colleges in our network and license the use of the EverFi platform to deliver a measurable and lifelong impact on students. EverFi’s website is www.everfi.com*

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