



IowaCollegeAid.gov
Your Financial Aid Connection

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NEWS RELEASE

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Treynor High School Students Win Financial Literacy Video Challenge *Winning video educates students on financial responsibility*

Des Moines, IA, April 22, 2013 – A team of students from Treynor High School in Treynor, Iowa is the first-place winner in the 2nd Annual Iowa Financial Literacy Program (IFLiP) Video CLiP Challenge.

Students Taylor Anderson, John Beckman, Logan Huff and Wesley Masterson, under the guidance of their teacher, Jennifer Travis, created the video, *“Financial Integrity and Responsibility Begins in High School”*, about the importance of making smart financial decisions. As a result of their winning entry, Treynor 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 Treynor High School on their winning video, which is creative, informative and relatable to young people.”

“These students should be commended for taking such an important step in building their financial acumen. The knowledge they gained about responsible financial management through this opportunity will serve them well for their lifetime. At the Iowa Bankers Association, we’re happy to help support programs like this one to improve financial literacy, which is a key part of what Iowa banks do,” said John Sorensen, president and CEO of the Iowa Bankers Association, “Iowa banks help Iowan’s achieve their financial goals – by offering safe and innovative financial products and services – and also by providing access to financial education to help consumers and businesses make informed decisions.”

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Financial literacy is a key initiative for Iowa College Aid and the Iowa Bankers Association.

Developed by EverFi, Inc., the *Iowa Financial Literacy Program* is sponsored statewide by Iowa College Aid, locally by area financial institutions, and endorsed by Iowa Bankers Association.

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.

Also in 2010, the Iowa Bankers Association endorsed the program, providing additional local sponsorship opportunities through Iowa banks. The program is currently being sponsored by more than 50 Iowa banks and used in over 150 high schools across the state. Treynor State Bank provides local support of the program at Treynor High School, helping to ensure the program is sustainable for years to come.

The winning video from Treynor High School, as well as those receiving honorable mention from Southeast Polk High School and Clayton Ridge High School, can be accessed from Iowa College Aid's website, www.IowaCollegeAid.gov. More information about the *Iowa Financial Literacy Program* is also available at 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 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.

About Iowa Bankers Association

The Iowa Bankers Association represents Iowa's ~~345~~ 343 banks and savings institutions. Iowa bankers are committed to the Iowa values of honesty, hard work and community service, and have been a trusted resource for Iowans for more than 100 years. Iowa banks offer FDIC insurance and lend more than \$42-43 billion to help individuals, business owners and agriculture. Nearly 15,000 Iowans work at an Iowa bank, and Iowa banks donate more than \$35 million and 874,000 volunteer hours to support local communities each year. To learn more about Iowa banks, visit MyIowaBank.com.

About EverFi

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. EverFi's website is www.everfi.com.