



NEWS RELEASE

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

Des Moines, IA., April 10, 2014 – A team of students from West Sioux High School in Hawarden, Iowa has been named the first-place winner in the 3rd Annual Iowa Financial Literacy Program (IFLP) Video CLiP Challenge.

Students Alissa Mandicino, Grace Egenes, Kaylee Schreiner and Chelby Miner, under the guidance of their teacher, Melinda Bak, created the video, “*Making Good Decisions*,” about the importance of making smart financial decisions. As a result of their winning entry, West Sioux High School will be awarded a \$1,000 technology grant and the students will receive \$250 for their team to share, courtesy of EverFi, Inc.

Iowa College Aid and EverFi launched the IFLP Video CLiP Challenge earlier this year and are announcing the winners to kick off April’s Financial Literacy Awareness Month, dedicated to promoting financial education among young people. Iowa high school students were challenged to create short videos, up to three minutes in length, to inform their peers about a financial literacy topic.

“In the very near future, these students will be making major decisions regarding paying for higher education, establishing their own households and applying for credit. These choices will have a lasting impact on their lives,” said Karen Misjak, executive director of Iowa College Aid. “I was impressed with all of the IFLP 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. I offer my sincere congratulations to the students at West Sioux High School on their winning video, which is creative, informative and relatable to their peers.”

Financial literacy is a key initiative for Iowa College Aid. Developed by EverFi, Inc., the *Iowa Financial Literacy Program* is sponsored statewide by Iowa College Aid, and co-sponsored locally by over 50 financial institutions.

In 2010, Iowa College Aid launched the *Iowa Financial Literacy Program* to help prepare Iowa high school students to make smart financial decisions before going to college or entering the workforce. This award-winning online platform, provided at no cost 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.

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“Iowa College Aid and EverFi have partnered together since 2010 to bring critical financial literacy education to over 30,000 students across Iowa,” said Tom Davidson, founder and CEO of EverFi. “We are delighted that Iowa College Aid is extending the impact of these critical financial lessons through the IFLP Video CLiP Challenge.”

The winning video from West Sioux High School, as well as those receiving honorable mention from West Liberty High School and Sigourney 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.

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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.

About EverFi

EverFi, Inc. is the leading education technology company focused on teaching, assessing, and certifying K-12 and college students in the critical skills they need for life. The company teams with major corporations and foundations to provide the programs at no cost to K-12 schools. Some of America’s leading CEOs and venture capital firms are EverFi investors including Amazon founder and CEO Jeff Bezos, Twitter founder Evan Williams, Rethink Education, New Enterprise Associates, Inc. (NEA), and Tomorrow Ventures (the investment arm of Google Chairman Eric Schmidt). Learn more at www.everfi.com.