



NEWS RELEASE

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Community Partners Honor West Sioux High School Wins Statewide Financial Literacy Video Challenge Winners and Graduates of Web-Based Financial Education Program Honored

Over 30,000 students reached through the Iowa Financial Literacy Program since 2010

Hawarden, IA, May 5, 2014 - The Iowa College Student Aid Commission (Iowa College Aid) and educators from West Sioux High School will honor a team of students who have been named the first-place winner in the 3rd Annual Iowa Financial Literacy Program (IFLiP) Video CLiP Challenge. Graduates from the *Iowa Financial Literacy Program*, a financial education course designed to empower young people with the essential skills needed to make sound financial decisions, will also be recognized. The program, which is powered by EverFi, Inc., is available to Iowa schools at no cost thanks to a public-private partnership between Iowa College Aid and local financial institutions, and has reached over 30,000 Iowa students since the program began in 2010.

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. Students Alissa Mandicino, Grace Egenes, Kaylee Schreiner and Chelby Miner, under the guidance of teacher, Melinda Bak, created the video, “*Making Good Decisions*”, about the importance of making smart financial decisions.

A ceremony will be held May 6, 2014 from 1 – 1:45 p.m. at West Sioux High School to recognize the winning teams along with all students at West Sioux High School that became certified in the *Iowa Financial Literacy Program*. The events will include remarks from Iowa College Aid representative Julie Ntem, West Sioux High School Principal Ryan Kramer, and students who completed the *Iowa Financial Literacy Program* at the school.

“I am so impressed with the winning team for creatively applying what they have learned to educate their peers on the importance of making smart financial decisions,” said West Sioux High School Principal Ryan Kramer. “This form of shared learning brings the critical challenge of financial education to life for our students.”

For questions concerning the event, please contact EverFi's Jessica Feimer at jfeimer@everfi.com or (402) 651-7171. The winning video from West Sioux 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.