



NEWS RELEASE

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Senator Bill Anderson and Community Partners Honor Remsen-Union High School Graduates of Web-Based Financial Education Program

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

Remsen, IA, May 5, 2014 - State Senator Bill Anderson, the Iowa College Student Aid Commission (Iowa College Aid) and educators from Remsen-Union High School will honor graduates from the *Iowa Financial Literacy Program* on Tuesday, May 6 at 9 a.m. The interactive financial education course is designed to empower young people with the essential skills needed to make sound financial decisions. Powered by EverFi, the Iowa Financial Literacy Program 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.

Students will be recognized during a certification ceremony held at Remsen-Union High School. The ceremony will also include remarks from state Senator Bill Anderson, Remsen-Union Board of Education President, Shirley Schroeder, Julie Ntem from Iowa College Aid, and students who completed the *Iowa Financial Literacy Program* at the school.

“Since our partnership began we have reached over 30,000 students in Iowa with critical financial literacy education,” said Karen Misjak, executive director of Iowa College Aid. “Iowa College Aid is committed to giving students the tools to build a better financial future and we are proud to bring this innovative program to Iowa schools.”

Iowa College Aid has partnered with EverFi, Inc. and local financial institutions to bring the program to local students at no cost to the schools or the taxpayer. The web-based program uses the latest in new media technology – simulations, avatars, gaming and adaptive-pathing – to bring complex financial concepts to life for today’s digital generation. The high school course offers over six hours of programming with ten units in a variety of financial topics including credit scores, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k’s and other critical concepts that map to national financial literacy standards.

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In an Op-ed article published in Time magazine in April of 2012 the author writes, “Many Americans still need better resources and targeted education to help them understand the most important issues affecting their finances. Schools, families, governments and financial institutions must all play a role in promoting financial literacy if our nation is to return to financial health.”

“Remsen-Union, like all schools across the state of Iowa, has taken this call – and the state requirements – for improved financial literacy to heart and to the classroom. Each and every student at Remsen-Union is now afforded the instructional opportunities and cited curriculum to better understand the essential concepts he or she will need to succeed in a complex global environment. The district strongly believes these students will be more likely to make positive fiscal choices with this certification than if they had not completed the program,” stated Superintendent Ken Howard.

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