



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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*Note to reporters: Free conference attendance is available to a limited number of reporters, please contact [heather.mcelrath@jumpstart.org](mailto:heather.mcelrath@jumpstart.org) for registration.*

### **Seventh Annual National Educator Conference Will Kick Off with a Humorous Look at a Serious Subject: Financial Literacy**

*Teacher Registration Opens Sept. 4*

**WASHINGTON, Sept. 3** ... For most of us, money management is no laughing matter, but Colin Ryan – a stand-up comedian turned financial literacy author and speaker – will offer Jump\$Start National Educator Conference (NEC) attendees his unique and humorous perspective to kick off the seventh annual event Nov. 6-8.

During his presentation, Ryan uses humanizing honesty, powerful storytelling, hilarious pop culture touchstones, and an inspirational message to transform personal finance into an interactive conversation around one core idea: the ability to manage money directly impacts a person's life.

Hosted by the Jump\$Start Coalition for Personal Financial Literacy,<sup>®</sup> NEC is the only national conference dedicated to classroom teachers of personal finance and attracts approximately 300 teachers from across the country who teach at all grade levels and integrate finance into a

variety of subjects. Teachers who participate in the entire conference receive a certificate for 15 professional development hours.

This year's conference, at the Gaylord National Resort & Convention Center at the National Harbor is underwritten by Experian and Wells Fargo Foundation and supported by dozens of generous sponsors. Registration for teachers opens Sept. 4 at [jumpstart.org/NEC15](http://jumpstart.org/NEC15) and, because space is limited, teacher registration will close on Oct. 19 – or when the conference reaches capacity, whichever comes first.

“Each year the conference is designed to train, motivate and support those who teach personal finance; however, the end-goal is to benefit future generations,” said Laura Levine, Jump\$tart President and CEO. “Collectively, last year’s NEC attendees taught more than 38,000 students in one school year alone. When you consider that most of them will continue teaching for years to come, the impact is noteworthy.”

Conference highlights include sessions on investing, better money habits, insurance protection, budgeting, identity theft and more. Jump\$tart offers classroom educators an opportunity to attend informative workshops under three different strands—Content/Curriculum, focusing on educational resources and information; Personal Development “101,” for teachers who are newer to this subject matter; and Personal Development “AP,” for those ready to tackle more advanced content; and network with leaders from both finance and education.

Attendees also will be able to explore more than 50 exhibitors of financial education resources to see, learn about, and try educational tools and materials that can be integrated immediately into current lesson plans.

As the nation's leading advocate for youth financial literacy, Jump\$tart partners—the CFPBoard of Standards and the Association of Financial Counseling and Planning Education—are offering attendees free, private 20-minute appointments with volunteer Certified Financial Planners and Accredited Financial Counselors to discuss personal plans, goals and financial challenges. Registration is required through [jumpstart.org/NEC15](http://jumpstart.org/NEC15) for these free, optional

activities. Additionally, teachers attending the NEC may opt to sit for certification tests with the American Association of Family and Consumer Science (AAFCS) or Working in Support of Education (WISE).

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**About Jump\$tart:** The Jump\$tart Coalition is a Washington, DC-based not-for-profit organization that seeks to improve the personal financial literacy of students in pre-kindergarten through college. It is a coalition of approximately 150 national organizations and a network of 51 affiliated state coalitions, which work individually, and collectively, to conduct and support financial education. For more information about the Jump\$tart Coalition, go to [www.jumpstart.org](http://www.jumpstart.org) or follow us on Twitter @NatJumpstart.