



**PRESS RELEASE
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Jump\$tart Coalition Envisions a Financially Literate Future

Coalition, National Partners, State Affiliates to Recognize April as National Financial Literacy Month

WASHINGTON (Feb. 8, 2016) – In conjunction with its national partners, 51 affiliated state coalitions, financial educators and other members of the financial literacy community, Jump\$tart Coalition once again will champion a month-long campaign in April to raise public awareness about the importance of financial literacy. This year, we invite you to “Envision a Financially Literate Future.”

“As the original promoter of April as Financial Literacy Month, Jump\$tart and its partners lead the way in raising public awareness about the importance of financial literacy and the need for financial education,” said Laura Levine Jump\$tart CEO and president. “With this year’s theme, we not only acknowledge the importance of preparing young people for the future, but preparing them for *their* future, a different future.”

According to a late 2015 study from Jump\$tart Sustaining Partner Experian, millennials – who now outnumber baby boomers – are “pushing the edge of personal finance.” According to the survey:

- 57 percent millennials use financial mobile apps to manage their finances;
- Millennials have, on average, three financial apps on their phones; and
- 57 percent millennials would use alternative companies or services that innovate to better meet their needs.

“Experian’s study shows changes are coming in the financial services industry to keep up with demand,” said Levine. “This gives us an opportunity not only to **envision** a financially literate future, but to **create** a financially literate future using technology to reach our nation’s youth.”

At its Annual Awards Dinner on April 6, Jump\$tart will recognize Experian for its work using technology to serve its customers and educate consumers.

“We are honored to be recognized for our work. We believe you must interact with people where they are, and not simply hope they come to you,” said Rod Griffin, director of public education for Experian.

“Today, being where someone is doesn’t necessarily mean a physical location. Social media is increasingly ‘where’ people go for financial information.”

Also during the dinner, Jump\$Start will honor Federal Deposit Insurance Corporation Chairman Martin Gruenberg with the Federal Leadership Award, and FINRA CEO and President Richard Ketchum will be presented with the William E. Odom Visionary Leadership Award. ([Related press release.](#)) The Connecticut Jump\$Start Coalition also will be recognized. ([Related press release.](#))

In addition to [Jump\\$Start’s Annual Awards Banquet \(April 6; #JSAwards\)](#), the community will come together at local, regional, and national events and initiatives, including:

- [Financial Literacy Day on Capitol Hill](#) (April 5; #FLHillDay2016)
- [National Retirement Planning Week](#) (April 11-15)
- [Financial Literacy Summit 2016](#) (April 20)
- [Money Smart Week](#) (April 23-30)
- [Teach Children to Save Day](#) (April 29; #TCTS2016)

Additional information on these events will be released in the coming weeks.

Financial literacy isn’t just a one-month event. With ongoing efforts, such as its online Clearinghouse of financial education resources; its recently updated *National Standards in K-12 Personal Finance Education*; its support for educators through the Jump\$Start Teacher Training Alliance and National Educator Conference, and more, Jump\$Start works throughout the year to create a “financially literate future.”

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About Jump\$Start: The Jump\$Start 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. Jump\$Start’s nearly 150 national partners and 51 affiliated state coalitions work individually and collectively to educate and prepare our nation’s youth for life-long financial success. Jump\$Start is the original promoter of April as Financial Literacy Month and publisher of the National Standards in K-12 Personal Finance Education. For more information about the Jump\$Start Coalition, go to www.jumpstart.org or follow us on [Facebook](#) and [Twitter](#) @NatlJumpstart. Please visit our website for more [information about April – Financial Literacy Month](#).