



**PRESS RELEASE
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Financial Literacy Organizations Take to the Hill

Jump\$Tart Annual 'Hill Day' features Honorary Co-Hosts U.S. Sens. Jack Reed, Joe Donnelly, Tim Scott



WASHINGTON (March 29, 2016) – More than 50 organizations – from the business, finance, nonprofit, association, government and academia sectors – will be on Capitol Hill noon to 3 p.m. Tuesday, April 5, to illustrate the collective effort to improve financial literacy among all Americans. The event, known as Financial Literacy Day on Capitol Hill (Hill Day) – is a part of Financial Literacy Month, and is free and open to the public.

Jump\$Tart President and CEO Laura Levine said, “we are asking attendees to envision a financially literate future – this year’s Financial Literacy Month theme. In doing so, we not only acknowledge the importance of preparing young people for the future, but preparing them for *their* future, a different future.”

Jump\$Tart isn’t alone in this quest and Hill Day (jumpstart.org/hillday) provides an opportunity to highlight the breadth of work being done to help build that financially literate future. Hill Day exhibitors will showcase their financial literacy programs, curricula, resources and information.

In addition, the event includes a short program with remarks from members of Congress and other leaders. U.S. Sens. Jack Reed (D-RI), Joe Donnelly (D-Ind.) and Tim Scott (R-SC) are serving as honorary co-hosts and have been invited to speak. Lunch begins at noon.

Hill Day is supported by sponsors: The American Institute of CPAs (AICPA), the Council for Economic Education, Financial Services Institute, Intuit Financial Freedom Foundation, SIFMA Foundation, and the National Credit Union Foundation.

Further, Hill Day is part of Jump\$Tart’s annual Financial Literacy Month (jumpstart.org/FLM2016) outreach.

“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 Levine.

During the week, Jump\$tart also will host its Annual Awards Dinner (jumpstart.org/jsawards2016) where the financial literacy community will come together to honor:

- Martin J. Gruenberg, FDIC Chairman (Federal Leadership Award);
- Richard G. Ketchum, FINRA Chairman and CEO (Odom Award);
- Connecticut Jump\$tart Coalition (State Coalition of the Year Award); and
- Experian (Special Recognition).

However, Levine said, “it’s important to note, financial literacy isn’t just a one-month event. With ongoing efforts, such as our online Clearinghouse of financial education resources; recently updated *National Standards in K-12 Personal Finance Education*; support for educators through the Jump\$tart National Educator Conference, and more, Jump\$tart works throughout the year to create a financially literate future.”

Hill Day Background

Financial Literacy Day on Capitol Hill was introduced in 2003 by the Council for Economic Education, Junior Achievement, and the Jump\$tart Coalition, with the office of U.S. Sen. Daniel K. Akaka serving as the original honorary host. Over the years, “Hill Day” as it’s come to be known, has evolved from a small gathering to a public event that attracts hundreds of participants.

The principal objective is to raise awareness among the Capitol Hill community and others interested in the financial literacy effort, about the importance of financial literacy, the need for financial education, and the array of resources and initiatives currently dedicated to addressing the issue.

Many of the 300-500 attendees are Congressional staff members who follow financial literacy, financial access, education and related issues for U.S. Senators and Representatives. Others represent organizations and agencies that actively support financial literacy/capability.

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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. Jump\$tart’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\$tart 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\$tart 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](#).