



NATIONAL FOUNDATION FOR
CREDIT COUNSELING

*Knowing the difference can
make all the difference.*

NFCC PRESS RELEASE

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\$SMART MONEY CHOICES EQUAL A BRIGHTER FUTURE

NFCC Announces Annual National Financial Literacy Poster Contest

Silver Spring, MD – Financial experts agree that starting early is one of the keys to financial success. Thus, Smart Money Choices = A Brighter Future was selected as the theme of the National Foundation for Credit Counseling's (NFCC) 2010 Poster Contest.

In an effort to increase interest in financial literacy to our nation's youth, the NFCC is once again sponsoring the Be Money Wi\$e National Financial Literacy Poster Contest for 2010. The contest is designed to get young students thinking about how to manage money effectively and offers them a creative outlet to demonstrate their knowledge. It also provides the opportunity for local and national recognition for student artwork and rewards winners with U.S. savings bonds and other prizes.

“Teachers have found this to be a creative way to introduce their students to the concept of financial literacy, and often incorporate it into their lesson plans,” said Gail Cunningham, spokesperson for the NFCC. “The idea has been widely embraced, with thousands of posters submitted over the past few years.”

All school-aged children in grades 3-12 are eligible to enter with local and national winners to be chosen from each of three grade categories. Students from public or private schools may enter the contest, as well as home-schooled children or those in after-school programs.

Entries will be judged on expression of the theme, artistic style, and creativity, and must be submitted through an NFCC Member Agency for judging. The submission deadline for poster entries is in February 2010, with specific deadlines varying by NFCC Member Agency.

NFCC Member Agencies across the country submit their local winners into the national competition. The National Finalists are then placed in contention for three national awards, one per grade category, by a panel of judges representing academia, the media and government. An overall National Winner is then chosen from among the three category winners.

All National Finalists will receive a commemorative t-shirt, and each national grade category winner will receive an award plaque and a \$100 savings bond. In addition to these prizes, the

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National Winner will be given an all-expense paid trip to Washington, DC with a parent or guardian and will be given official recognition in April as part of Financial Literacy Month on Capitol Hill.

The 2009 National Winner was Leah Ellyson from North Marion High School in Farmington, WV. Her poster was submitted through Consumer Credit Counseling Service of North Central West Virginia.

To become involved, teachers, parents, and/or students are encouraged to visit the Web site created specifically for this contest, www.MoneyWisePosterContest.org, where they can find more detailed information, including contest rules, entry forms, and where to submit poster entries.

National organizations have joined the NFCC to support and promote this youth financial literacy initiative. They include: American Bankers Association Education Foundation, Jump\$tart Coalition for Personal Financial Literacy, Junior Achievement USA, and National Education Association Member Benefits.

To learn more about the 2010 NFCC Be Money Wi\$e Financial Literacy Poster Contest, visit www.MoneyWisePosterContest.org.

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The National Foundation for Credit Counseling (NFCC), founded in 1951, is the nation's largest and longest serving national nonprofit credit counseling organization. The NFCC's mission is to promote the national agenda for financially responsible behavior and build capacity for its members to deliver the highest quality financial education and counseling services. NFCC Members annually help more than three million consumers through close to 850 community-based offices nationwide. For free and affordable confidential advice through a reputable NFCC Member, call (800) 388-2227, (en Español (800) 682-9832) or visit www.nfcc.org.