



IowaCollegeAid.gov
Your Financial Aid Connection

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NEWS RELEASE

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Interstate 35 High School Recognized for Financial Literacy Achievement *School receives \$1,000 technology grant for winning video on saving money*

Des Moines, IA, May 10, 2012 – A team of students from Interstate 35 High School in Truro, Iowa was recognized today for their winning efforts in creating a video to educate students across the state on the importance of financial literacy.

The Iowa Financial Literacy Program (IFLiP) Video CLiP Challenge was conducted by the Iowa College Student Aid Commission (Iowa College Aid), Iowa Bankers Association, and EverFi, Inc., in recognition of Financial Literacy Awareness Month. The month of April was proclaimed Financial Literacy Awareness Month by Governor Terry Branstad to bring attention to the importance of financial education and economic empowerment.

The recognition event included remarks from John Sorensen, President and CEO of Iowa Bankers Association, Cody Lycke, EverFi Director of Midwestern Operations, Heather Doe, Associate Director of Marketing and Communications for Iowa College Aid, and Jim Schipper, Iowa Superintendent of Banking and Chairman of American State Bank. As a result of their winning entry, I 35 students Wyatt Oliver, Nick Petersen, Forrest Beeler and Hunter Wearmouth were awarded a \$1,000 technology grant for I35 High School, courtesy of Iowa Bankers Association, and \$250 for their team to share, courtesy of EverFi, Inc.

“In today’s economy, it is crucial to provide Iowa’s youth with a better understanding of personal finance,” stated Karen Misjak, executive director of Iowa College Aid. “I was impressed with all of the IFLiP Video CLiP Challenge entries and how the students applied what they have learned to educate their peers on the importance of making smart financial decisions,” said Misjak. “We plan to share this video in educational settings across the state to help build awareness of the importance of financial literacy.”

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Financial literacy is a key initiative for Iowa College Aid. In 2010, Iowa College Aid launched the *Iowa Financial Literacy Program* to help prepare Iowa high school students to make smart financial decisions before they go to college or enter the workforce. This award-winning online platform, provided free to Iowa high schools, uses the latest in new media technologies to teach, assess and certify high school students in over 600 core concepts of personal finance. The program, developed by EverFi, Inc., is sponsored statewide by Iowa College Aid, locally by area financial institutions, and supported by Iowa Bankers Association. American State Bank is I35 High School's local sponsor. The program is currently being used in over 135 high schools across the state.

The winning video from Interstate 35 High School, as well as those receiving honorable mention from Audubon High School and Treynor High School, can be accessed from Iowa College Aid's website, www.IowaCollegeAid.gov. 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.

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 nearly \$60.0 million annually, administers the Federal Family Education Loan Program (FFELP), provides borrowers with assistance to avoid the serious consequences of default, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education's College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Additionally, Iowa College Aid is the administrator of the Federal GEARUP 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, Inc.

EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, and Alcohol Abuse Awareness. The company uses the latest technology, including rich media, high-definition video, simulation, diagrams, and avatars. EverFi teams with major corporations and foundations to provide the programs at no cost to K-12 schools.