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For immediate release

MI JUMP\$TART COALITION PROMOTES YOUTH FINANCIAL LITERACY AT EDUCATOR CONFERENCE

DETROIT, Mich., December 4, 2006 - Educators and financial services industry professionals from across the state are going "Back to the Basics" of personal finance by attending the Michigan Jump\$tart Coalition Educator Conference scheduled for Dec.5 at the Chicago Federal Reserve Bank — New Detroit Branch. The Conference will focus on two key areas: Educating teachers about the fundamentals of personal finance so they can be better educators and creating awareness about the myriad of resources available for building financial acumen.

"It's critical that students learn about the importance of managing their money at an early age," said Michigan Jump\$tart Coalition Chairman Erica Tobe. "We want to give teachers the necessary tools and wherewithal to educate their students on how to save and spend money wisely. Equipping students with this knowledge may prevent them from suffering financial hardships later in life."

The first keynote address will be delivered by State Superintendent Michael Flanagan. He'll discuss why financial literacy is important to young adults as well as the new high school graduation requirements. Detroit native and author Gaily Perry Mason will follow Flanagan as our second keynote speaker. Mason assists non-profit organizations, churches, individuals, families and small business in their effort to achieve long-term financial goals. She'll talk about how teachers can communicate about money and offer practical tips on how to reduce debt, invest wisely and save for retirement.

Afternoon sessions will focus on understanding the basics of personal finance. Teachers will learn about credit reports, credit card education and how to introduce checking/saving concepts to students. Finally, a representative from the National Jump\$tart Coalition will discuss the 2007 National Standards in Personal Financial Education.

Kristen Hammer, Money \$mart Week Ambassador 2006 will conclude the Conference by addressing the importance of teachers taking a leadership role in the classroom.

Organized in 2000, the Michigan Jump\$tart Coalition for Financial Literacy is a culmination of more than 30 organizations—public, private and non-profit—that seek to improve the personal financial literacy of Michigan’s young adults. Like the national umbrella organization, the Michigan Jump\$tart Coalition endeavors to increase the prominence of financial literacy of young adults, develop, disseminate, and encourage the use of standards for grades K-12 and promote the teaching of personal finance. Visit the Michigan Jump\$tart Web site at www.mijumpstartcoalition.org.

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