



State of Wisconsin
Department of Financial Institutions

Scott Walker, **Governor**

Peter Bildsten, **Secretary**

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FOR IMMEDIATE RELEASE

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**Wisconsin communities gear up
for financial literacy awareness month**

MADISON – Communities across Wisconsin are preparing for a month-long focus on financial literacy. April is national financial literacy awareness month, a joint effort by state and federal government agencies and private-sector organizations to raise awareness of the importance and value of financial literacy.

Wisconsin will participate in a myriad of ways, culminating with hundreds of activities during Money Smart Week[®] Wisconsin, April 20-27, the celebration of which was proclaimed by Governor Scott Walker earlier this year. The Governor's Council on Financial Literacy, in partnership with the Federal Reserve Bank of Chicago, is spearheading Money Smart Week[®] Wisconsin efforts.

Dozens of communities have scheduled free events to teach consumers of all ages about personal finance during the week. Many of the events will be geared toward elementary school-age children. A listing of scheduled events may be found at www.moneysmartweek.org (click on "Consumer" at the top of the page, then click on the State of Wisconsin on the map).

Initiatives being planned during April include:

- "The Big Read," a statewide event for children in Grades 1-4 during Money Smart Week. At dozens of locations across the state, adults will read "A Dollar for Penny" by Dr. Julie Glass or "It's a Habit, Sammy Rabbit!" by Sam X. Renick to children. More than 2,800 complimentary copies of the book will be distributed. The book giveaway is being funded by the Wisconsin Department of Financial Institutions (DFI) and the Office of Financial Literacy.
- Wisconsin Teach Children to Save Day on April 23, sponsored by the Wisconsin Bankers Association.
- National Credit Union Youth Week, April 21-27, sponsored by the Credit Union National Association (CUNA) and the Wisconsin Credit Union League.
- National Credit Education Week, April 14-20, sponsored by CBM Credit Education Foundation Inc.
- Community Banking Month throughout April, sponsored by the Community Bankers of Wisconsin.

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- April is Financial Literacy Month, sponsored by the National Jump\$tart Coalition for Personal Financial Literacy and Wisconsin Jump\$tart Coalition for Personal Financial Literacy (www.jumpstart.org/faq.html).

“Wisconsin’s business community should be commended for its support of financial literacy initiatives throughout the state,” DFI Secretary Peter Bildsten said. “Our financial institutions and professionals understand the importance of helping people become smarter with their money. These efforts are good for Wisconsin consumers and good for the state’s economy.”

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