

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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In Today's Economy, Paying for Something You Can Get for Free Doesn't Make "Cents"

Boise, ID – April 1, 2009 – In a time when household budgets are already stretched and consumers have scaled back on their expenses, it's not surprising that attendance is booming in classes about personal finance and household money management. What IS surprising is that we are so willing to pay for these programs—one popular course developed out-of-state charges over \$100 to attend and nearly \$300 for their home study program—when there are many great educational opportunities available for FREE right here in our backyard!

The Idaho Financial Literacy Coalition (IFLC), a nonprofit group of volunteers from Idaho businesses, nonprofit agencies, and government entities, is hosting its third annual *Your Money Matters* financial education conference for the general public. This free financial education opportunity for adults of all ages, income levels and financial situations, held on Friday, April 10, 2008 from 8:30 am until noon at the Nampa Civic Center, offers 15 different breakout sessions to choose from. Session titles include:

- "Can I Still Retire?"
- "Project DEBT-o-nation"
- "What Is Your Money Personality?"
- "Making Ends Meet Through Smart Dollar Decision\$"
- "Scam Jam"
- Investment Basics

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After a free continental breakfast from 8:00 to 8:30 provided to all who register in advance, the conference begins with a keynote speech by our state's Treasurer, Ron Crane, from 8:30 till 9:00. Following the conference, there will also be raffle drawings for anyone who completes the presentation evaluations and visits exhibitor booths. And all those who attend will also receive a free "goody bag" of educational materials and exhibitor promotional items. While there will be an exhibitor area for visitors to speak one-on-one with financial experts, the educational sessions are strictly non-sales in nature.

This year, *Your Money Matters* is also incorporating for the first time a training program for teachers of Idaho's new high school Mathematics of Personal Finance. The teachers' session starts with the keynote speaker at 8:30 am and lasts until 5:00 pm. Lunch is also provided. Experts in various financial fields will provide teachers with an understanding of the financial-related principles and vocabulary that they'll need to teach this new class with confidence. To RSVP, individuals must call (208) 378-0200 extension 777 and be prepared to leave their name and contact information (used only for reminder purposes).

For more information, individuals, organizations or the press may contact the president of the Idaho Financial Literacy Coalition (state affiliate of the Jump\$tart Coalition for Personal Financial Literacy), Todd Christensen, at (208) 378-0200 extension 906.

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