

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Free Treasure Valley Financial Education Event Helps Idahoans Weather Financial Storms

Boise, ID – March 20, 2009 – With the nation and our state facing continuing record foreclosure rates and a discouraging national economic outlook, the Idaho Financial Literacy Coalition (IFLC) will host its third annual *Your Money Matters*, a free financial education opportunity and conference for adults of all ages, income levels and financial situations, on Friday, April 10, 2008 from 8:30 am until noon at the Nampa Civic Center. The IFLC, a nonprofit organization dedicated to improving financial skills and education opportunities for Idahoans, will draw upon experts in a variety of personal finance fields to facilitate a fifteen different workshops and seminars on subjects ranging from qualifying for consumer loans to eliminating consumer debt, from buying a home to owning a home, and from long-term investing to social security. The morning will begin with a keynote speaker session from 8:30 till 9:00, featuring our state's Treasurer, Ron Crane, followed by three hours of breakout sessions, with 5 classes to choose from each hour. Besides a free continental breakfast from 8:00 to 8:30 provided to all who register in advance, there will also be raffle drawings for anyone who completes the presentation evaluations and visits exhibitor booths. 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, with a free lunch provided

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midday. 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.

For more information, individuals, organizations or the press may contact the president of the Idaho Financial Literacy Coalition, Todd Christensen, at (208) 378-0200 extension 906.

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