



## JESSICA DOYLE

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# First Lady Seeks Money Smart Week Wisconsin Partners

## *Launches New Website Focusing on Financial Education*

First Lady Jessica Doyle invites financial literacy organizations across Wisconsin to become partners in Money Smart Week Wisconsin and help families, students, homeowners, businesspersons, employees and other community members improve their financial literacy. Financial education presentations by community groups, financial institutions, government agencies, educational organizations, and financial experts will run during Money Smart Week, October 2-7, 2006.

“This initiative is exciting because Wisconsin’s effort exceeds anything that has ever been tried before,” said Mrs. Doyle. “I invite financial literacy organizations to get involved because the need is great. We have a strong grassroots movement underway in Wisconsin. The Money Smart campaign is the next great step in its evolution. High participation will lead to immense success. Collectively we will accomplish a great deal.”

Mrs. Doyle is seeking partners for Money Smart Week Wisconsin which will showcase different financial education programs, deliver information to consumers, and bring together different organizations to share financial expertise. Wisconsin’s campaign is the first in the country to target an entire state—every city, town and village in each of Wisconsin’s 72 counties.

Financial literacy organizations who become partners of the Smart Money Week initiative will benefit from heightened awareness of their programs, events and activities, access to Money Smart logos, exposure on the website, becoming part of a network of leaders on the issue, and long-term exposure.

The Money Smart Week website – [www.moneysmartwi.org](http://www.moneysmartwi.org) – was also launched this week. Organizations may sign up on the website to become partners and to also list their events, activities and programs. The site will be Wisconsin’s premier, most comprehensive financial literacy resource where people can learn about financial education events, activities and programs in their own area.

Studies show that youth, in particular, lack financial savvy. Research also shows that adult money problems are a major cause of social and economic troubles such as divorces, suicides, bankruptcies and low productivity in the workplace that, in turn, affect the entire economy.

For more information about Money Smart Week Wisconsin contact David Mancl, Director of the Wisconsin Department of Financial Institutions Office of Financial Literacy at 608-261-9540 or email [david.mancl@dfi.state.wi.us](mailto:david.mancl@dfi.state.wi.us).