



**State of Wisconsin**  
*Department of Financial Institutions*

Scott Walker, **Governor**

Peter Bildsten, **Secretary**

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FOR IMMEDIATE RELEASE

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**Nominations being accepted  
for Wisconsin Financial Literacy Award**

[\(Click here for nomination form\)](#)

MADISON – Nominations are being accepted for the 2011 Wisconsin Financial Literacy Award, created to recognize individuals and organizations for their excellence in increasing financial literacy among state residents. The award was created by the Governor’s Council on Financial Literacy, a statewide organization formed earlier this year by Governor Scott Walker.

“There are many great financial literacy initiatives going on around the state,” said Peter Bildsten, Secretary of the Department of Financial Institutions (DFI) and co-vice chair of the Governor’s Council on Financial Literacy. “The Governor’s Council wants to recognize those efforts so we can share them as best practices and raise the awareness of financial literacy to an even higher level.”

Criteria to be used in judging nominees for the Wisconsin Financial Literacy Award are:

- Innovative implementation.
- Demonstrated measureable results.
- Collaboration with partners.
- Statewide scope or has potential to be statewide; or, is focused on needs-based groups.

Nominations will be accepted through December 1. A committee of the Governor’s Council on Financial Literacy will judge the nominations and winners will be notified by January 15, 2012. The nomination form is available at [www.wdfi.org](http://www.wdfi.org).

The Office of Financial Literacy in the office of the Secretary promotes financial literacy as a life skill and provides information to the public on matters of personal finance and investor protection. The Office of Financial Literacy leads and originates initiatives on financial and economic literacy in order to expand opportunities and security to Wisconsin residents.

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