



State of Wisconsin
Department of Financial Institutions

Scott Walker, **Governor**

Peter Bildsten, **Secretary**

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**Wisconsin Employers Eligible for
“Workplace Leader in Financial Education Award”**

*New Honor Recognizes Outstanding Programs
That Give Employees Money Skills*

(Madison) Secretary Peter Bildsten of the Wisconsin Department of Financial Institutions (DFI) today urged Wisconsin employers to apply for the Workplace Leader in Financial Education Award. It is the first-ever national honor to recognize employers with exemplary workplace financial literacy efforts aimed at enhancing employee financial well-being. The American Institute of Certified Public Accountants (AICPA) and the Society for Human Resource Management (SHRM) launched the Workplace Leader in Financial Education Award.

“Many Wisconsin employers do a wonderful job giving their employees money skills,” said Secretary Bildsten. “I am pleased a national award now exists to recognize their outstanding efforts. I urge all eligible Wisconsin employers to apply. I also encourage employers not providing financial education to begin doing so. Financial literacy benefits both employees and employers.”

All Wisconsin employers—corporate, not-for-profit and government—are eligible for a Workplace Leader in Financial Education Award. Interested organizations can submit award applications through July 1 at www.wlife.org. The site also includes a toolkit and information to help employers develop their own financial education programs. Applications will be evaluated on the scope of the program, tactics, results and innovation.

Applications will be judged by members of the President’s Advisory Council on Financial Capability, the National CPA Financial Literacy Commission, HR professionals and CPAs.

Winners will be announced in October.

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