



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

Scott Walker, **Governor**

Peter Bildsten, **Secretary**

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FOR IMMEDIATE RELEASE

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**Second annual financial literacy summit  
set for Oct. 12 at Lambeau Field**

MADISON – The second annual Wisconsin Summit on Financial Literacy will be held Friday, Oct. 12, from 8:30 a.m. to 2:30 p.m. at Lambeau Field in Green Bay. The conference is geared toward supporting community outreach educators and teachers in strengthening their existing programs on personal finance and offering recommendations for implementing new programs to diverse communities. Among those presenting will be financial industry veterans who teach personal finance within their communities, college professors with expertise in personal financial and economics, and K-12 teachers with years of experience teaching these disciplines.

Topics will include a community financial literacy roundtable, creating a community financial literacy program, important resources on financial literacy, identifying community partners, financial coaching, best practices and strategies for successful community initiatives, and financial coaching. Green Bay Packers President Mark Murphy will be a guest speaker.

The cost of the conference is \$99, which includes lunch. Online registration is available at [www.lakeland.edu/landing/landingpages/personalfinance](http://www.lakeland.edu/landing/landingpages/personalfinance).

Headline sponsors are EconomicsWisconsin, the Lakeland College Center for Economic Education and the Wisconsin Department of Financial Institutions. Other sponsors are Ariens, the Council for Economic Education, Fox Communities Credit Union, the Green Bay Packers, IBM, the Kohler Foundation, Northwestern Mutual, State Farm Insurance, the Vollrath Company and the Windway Foundation.

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