



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

---

Scott Walker, **Governor**

Ray Allen, **Secretary**

April 15, 2015  
FOR IMMEDIATE RELEASE

Contact: Communications Director George Althoff, 608-261-4504

**Money Smart Week<sup>®</sup> Wisconsin  
kicks off this Saturday**

MADISON – Dozens of communities across the state will celebrate Money Smart Week<sup>®</sup> Wisconsin starting Saturday and extending through April 25 with hundreds of events focused on improving the personal financial awareness of Wisconsin citizens.

Money Smart Week<sup>®</sup> Wisconsin is the highlight of April being national financial literacy awareness month, a joint effort by state and federal government agencies and private-sector organizations to raise awareness of the importance and value of financial literacy.

The Governor's Council on Financial Literacy, in partnership with the Federal Reserve Bank of Chicago, is spearheading Money Smart Week<sup>®</sup> Wisconsin, the celebration of which was proclaimed by Governor Scott Walker earlier this year.

“I commend Wisconsin’s business community for its support of financial literacy awareness efforts,” said Ray Allen, Secretary of the Wisconsin Department of Financial Institutions (DFI). “The seminars and workshops scheduled throughout April will help our citizens, young and old alike, to improve their financial capabilities. These efforts are good for consumers and good for the Wisconsin economy.”

Dozens of communities have scheduled free events to teach consumers of all ages about personal finance during the week. Many of the events will be geared toward elementary school-age children. A listing of scheduled events may be found at [www.moneysmartweek.org](http://www.moneysmartweek.org) (click on the “Events” box, then click on Wisconsin “WI” on the map).

Initiatives being planned during April include:

- “The Big Read,” a statewide event for children in Grades PreK-4 during Money Smart Week<sup>®</sup>. At dozens of locations across the state, adults will read “Alexander, Who Used to be Rich Last Sunday” by Judith Viorst. More than 4,700 complimentary copies of the book have been distributed. The books were funded by DFI and its Office of Financial Literacy; Edvest Wisconsin College Savings Plan; and local sponsors.

- Wisconsin Teach Children to Save Day on April 24, sponsored by the Wisconsin Bankers Association.
- National Credit Union Youth Month sponsored by the Credit Union National Association (CUNA) and the Wisconsin Credit Union League.
- National Credit Education Month sponsored by CBM Credit Education Foundation Inc.
- April is Financial Literacy Month, sponsored by the National Jump\$tart Coalition for Personal Financial Literacy and Wisconsin Jump\$tart Coalition for Personal Financial Literacy ([www.jumpstart.org/faq.html](http://www.jumpstart.org/faq.html)).

###