



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

Tony Evers, **Governor**

Kathy Blumenfeld, **Secretary**

**FOR IMMEDIATE RELEASE**

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**Inaugural Southwest Wisconsin Money Smart Essay Contest Awards \$3,000**  
*Scholarship program promotes financial literacy, supported by financial industry*

(Madison) The Wisconsin Coalition on Student Debt held the first-ever Money Smart Essay Contest for high school seniors in Southwest Wisconsin during Money Smart Week, March 30 – April 6, 2019. Students from Dane, Grant, Green, Iowa, Jefferson, Lafayette, and Rock County had the opportunity to write an essay about how they plan to finance their college education for a chance to win one of three \$1,000 Edvest gift cards, sponsored by Oregon Community Bank, Park Bank (Madison), Settlers bank (Windsor), and Summit Credit Union (Madison).

Members of the Coalition reviewed and scored 43 essay submissions based on criteria including research, identifying funding sources for college, and explaining how school choice will further the student's career.

Throughout the month of May, Coalition members traveled the southwest corner of the state awarding the scholarships and presenting the Edvest gift cards. Congratulations to the following winners:

- Kianna Jenswold – Jefferson High School
- Alyssa Kuhn – Waunakee High School
- Hannah Wilson – Beloit Memorial High School

"It's never too late to start saving for college. A focus on financial literacy and saving, even a very small amount whenever possible, can help students look forward to their future," Wisconsin Department of Financial Institutions Secretary-designee Kathy Blumenfeld said. "We applaud these deserving students for all they have done as they continue their education."

Organizations participating in the Wisconsin Coalition on Student Debt include: Ascendium Education (f/n/a Great Lakes Higher Education); Boys & Girls Club; Fair Opportunity Project; GreenPath Financial Wellness; Herzing University; Madison Metropolitan School District; Medical College of Wisconsin; Navient; Summit Credit Union; University of Wisconsin; Urban Economic Development Association of Wisconsin; UW Credit Union; WEAC; Western Technical College; Wisconsin Association of Independent Colleges and Universities; Wisconsin Bankers Foundation; Wisconsin Department of Financial Institutions; and Wisconsin Manufactures and Commerce.

For more information about Money Smart Week, visit [www.moneysmartweek.org](http://www.moneysmartweek.org).

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