



State of Wisconsin
Department of Financial Institutions

Scott Walker, **Governor**

Jay Risch, **Secretary**

April 7, 2017
FOR IMMEDIATE RELEASE

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Money Smart Week[®] Wisconsin
scheduled for April 22-29

MADISON – Dozens of communities across the state will participate in Money Smart Week[®] Wisconsin April 22-29 with events focused on improving the personal financial awareness and education of Wisconsin citizens.

Money Smart Week[®] Wisconsin is the highlight of April being national financial literacy awareness month, a collaborative effort by state and federal agencies and private-sector groups to raise awareness about the importance of financial literacy.

The Governor's Council on Financial Literacy, in partnership with the Federal Reserve Bank of Chicago, is spearheading Money Smart Week[®] Wisconsin, the celebration of which was proclaimed by Governor Scott Walker earlier this year (www.wdfi.org/ymm/govcouncilfinlit/).

Many of the Money Smart Week[®] events will be geared toward elementary school-age children. More about the events may be found on the Chicago Fed's website, www.moneysmartweek.org.

Initiatives being planned during Money Smart Week[®] and throughout April include:

- “The Big Read,” a statewide event for children in Grades Pre-K-4. At dozens of locations across the state, adults will read “Little Critter: Just Saving My Money” by Mercer Mayer. More than 2,500 complimentary copies of the book will be distributed. The book giveaway is being funded by the Wisconsin Department of Financial Institutions (DFI), its Office of Financial Literacy, and local sponsors.
- A Student Loan Assistance Event on Saturday, April 22, from 9 a.m. to 2 p.m. at St. Marcus Lutheran School in Milwaukee. Financial counselors and servicers will be on hand to advise students about student loan repayment and consolidation options. More information can be found at <http://529.wi.gov/>.
- Wisconsin Teach Children to Save Day on April 28, 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).

“Thousands of Wisconsin citizens will benefit from the free programs and workshops being offered during Money Smart Week and throughout April,” said Jay Risch, Secretary of the Department of Financial Institutions. “I commend Wisconsin’s business community and other organizations for their support of financial literacy awareness efforts.”

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