



Jump\$Start Washington Coalition
"Financial Empowerment for Washington Residents"
PO Box 23046 ■ Seattle, WA 98102
wajumpstart@gmail.com



Friday, April 22, 2011
For Immediate Release

Jump\$Start Washington coordinates Second Annual Money Smart Week® and Financial Literacy Reading Days during Financial Literacy Month

Treasurer McIntire joins community and state leaders to lend time to help students learn about money and saving. Monday, McIntire will read "The Berenstain Bears Trouble with Money" to 3rd graders at Thorndyke Elementary School in Tukwila.

As the country struggles to pull out of what some economists predict will be a "double-dip recession" the need for financial education - especially while youth are still in school - has become a common topic of discussion. Statistics from the "2010 Making the Case for Financial Literacy," a compilation of financial literacy surveys conducted in the U.S. created by the national Jump\$Start Coalition for Personal Financial Literacy continue to illustrate the need for personal finance education outside of the home:

- "Nearly 72% of the parents surveyed acknowledged that they are their children's primary source of personal finance education, although 44% admit to needing more guidance on how to best teach their children the skills necessary to become financially responsible and successful adults."

2008 survey by The Hartford Financial Services Group, Inc.

Understanding the clear and present need for financial education, Governor Chris Gregoire proclaimed April 23-30 Money Smart Week® in Washington (<http://dfi.wa.gov/financial-education/fin-lit-month/pdf/msw-proclamation.pdf>). This will be Washington's Second Annual Money Smart Week® coordinated by the Jump\$Start Washington Coalition.

Jump\$Start Washington is coordinating with partners and community leaders throughout the state to promote financial education during Money Smart Week®. In addition to educating consumers about money management and generating awareness of financial education available on a wide range of topic, Washington elementary students will receive financial education lessons during the Second Annual Financial Literacy Reading Days. Representatives from local community groups, financial institutions, not-for-profit organizations, businesses, schools, libraries, government agencies and media outlets will conduct classes, seminars and other activities. Details on Washington activities can be found at <http://www.wajumpstart.org/WaysToParticipate/MoneySmartWeek/tabid/88/Default.aspx>

An invitation-only luncheon, hosted by the Federal Reserve Bank of San Francisco and FDIC, will kick off Washington's Money Smart Week® Monday, April 25 at the Renaissance Seattle Hotel. Keynote speaker James Whitfield, President of Leadership Eastside, will share his thoughts on the importance of building partnerships and how to use them to bring financial education to a broader audience.

"Washington is a national leader when it comes to providing financial education," Jump\$Start Washington Coalition President Amy O'Donnell said. "Money Smart Week® offers our state's providers a unique opportunity to coordinate, partner and share resources with their community. We hope Washington residents will take advantage of this year's many Money Smart Week® events to learn more about getting out of and avoiding debt and creating and building personal wealth."



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**MONEY
SMART
WEEK[®]**
WASHINGTON
APRIL 23 – 30 | 2011

Money Smart Week Details

Money Smart Week[®] began 10 years ago as a coordinated effort of more than 40 Chicago-area organizations working together to promote personal financial literacy. Today, eight states coordinate participation. Washington was the first West Coast state to participate, with its first Money Smart Week[®] in 2010.

This year, the American Library Association (ALA) is promoting Money Smart Week[®] @ Your Library nationwide. Washington's Timberland Library System is hosting several Money Smart Week[®] events, check your local library listings for details.

For more information about events slated for Money Smart Week[®] Washington or to take part, please visit <http://www.wajumpstart.org/WaysToParticipate/MoneySmartWeek/tabid/88/Default.aspx> or contact Jump\$Start Washington Coalition President Amy O'Donnell at Amy O'Donnell at aodonnell@wscpa.org or 425-586-1140.

To help promote Money Smart Week[®] Washington please feel free to use the following social media items:

Tweets

- Saturday, April 23:
 - Money Smart Week[®] WA starts TODAY! Learn more at <http://bit.ly/fBuSkC> Get Personal Finance Basics in Kent <http://bit.ly/gL2lfM>
- Sunday, April 24:
 - Money Smart Week[®] WA is underway! Get Money Smart this week - find a financial education workshop near you at <http://bit.ly/gL2lfM>
- Monday, April 25:
 - Keynote speaker James Whitfield, President of Leadership Eastside, is helping Jump\$Start Washington (www.washingtonjumpstart.org), kick off Money Smart Week[®] WA today! <http://bit.ly/hQNQHU> and our State Treasurer James McIntire is participating in Money Smart Week[®] Reading Day at Thorndyke Elementary School in Tukwila.
- Tuesday, April 26:
 - Grays Harbor College is hosting Money Smart Day today! <http://bit.ly/emn8t1> Find a financial education class near you - <http://bit.ly/gL2lfM>
- Wednesday, April 27:
 - Learn about Identity Theft, Investment Scams & Financial Fraud at Hopelink Bellevue Center <http://bit.ly/eUTVla> #MSW-Wa
- Thursday, April 28:
 - Pierce College students get the scoop on compound interest - is it hurting (credit card interest) or helping (savings interest) you? #MSW-Wa
- Friday, April 29:
 - Money Smart Week[®] WA is almost over! Get Money Smart this week - find a workshop near you at <http://bit.ly/gL2lfM> #MSW-Wa
- Saturday, April 30:
 - Money Smart Week[®] WA ends today! Learn more about Jump\$Start Washington partners and programs at www.washingtonjumpstart.org #MSW-Wa



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Money Smart Week Details (continued)

To help promote Money Smart Week® Washington please feel free to use the following social media items:

Facebook Posts

- Saturday, April 23:
 - Money Smart Week® Washington, sponsored by the Jump\$Tart Washington Coalition (www.washingtonjumpstart.org), starts TODAY! Learn more at <http://bit.ly/fBuSkC>
- Sunday, April 24:
 - Jump\$Tart Washington's Money Smart Week® WA is underway! Get Money Smart this week by attending a financial education workshop near you. Get details at <http://bit.ly/gL2lfM>
- Monday, April 25:
 - Keynote speaker James Whitfield, President of Leadership Eastside, is helping Jump\$Tart Washington (www.washingtonjumpstart.org), kick off Money Smart Week® WA today! <http://bit.ly/hQNQHU> and our State Treasurer James McIntire is participating in Money Smart Week® Reading Day at a local school!
- Tuesday, April 26:
 - Bremerton Mayor Patty Lent is participating in Money Smart Week® Reading Day at a local school and Grays Harbor College is hosting Money Smart Day today! <http://bit.ly/emn8t1> Find a financial education class near you - <http://bit.ly/gL2lfM>
- Wednesday, April 27:
 - Kent Mayor Suzette Cooke is participating in Money Smart Week® Reading Day at a local school today! Also today, learn about Identity Theft, Investment Scams & Financial Fraud at Hopelink Bellevue Center <http://bit.ly/eUTVla> #MSW-Wa
- Thursday, April 28:
 - Pierce College students get the scoop on compound interest - is it hurting (credit card interest) or helping (savings interest) you? #MSW-Wa
- Friday, April 29:
 - Money Smart Week® WA is almost over! Get Money Smart this week - find a workshop near you at <http://bit.ly/gL2lfM> #MSW-Wa
- Saturday, April 30:
 - Money Smart Week® WA ends today! Learn more about Jump\$Tart Washington partners and programs at www.washingtonjumpstart.org #MSW-Wa

Bloggables

Financial education partners throughout Washington will be hosting and conducting workshops during Money Smart Week® - and Tweeting, posting on Facebook and blogging about their events. We hope you'll support them by joining them. Charles Caleb Colton said "Imitation is the sincerest form of flattery" – and we agree! Sharing details about and linking to great blogs – giving credit where credit is due and a link to the original post to respect copyright, of course – is a great way to spread the word! Here are a few blogs you may wish to link to during Money Smart Week® for financial education information:

- Washington Department of Financial Institutions www.finlit.blogspot.com
- Washington Society of CPAs <https://www.wscpa.org/blog/>
- Fiscal Literacy - <http://www.fiscalliteracy.com/2011/03/top-10-financial-resolutions-for-national-financial-literacy-month-april-2011/>
- Studenomics Financial Independence in Your 20s <http://studenomics.com/>
- Savings Guide <http://www.savingsguide.com.au/>



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Financial Literacy Reading Days Details

Washington's community leaders have stepped up once more to show their support for financial education for youth by participating in the second annual Financial Literacy Reading Days. During the week of April 25-29, 2011, Jump\$Tart Washington is sponsoring Financial Literacy Reading Days giving elected officials in Washington the chance to step out of their offices and into one of their city's elementary schools to read a story to children about using money wisely, and encourage saving for the future. It's a short, one-hour commitment, to let children know it's important for Washington families to make wise financial decisions.

***NOTE:** Members of the media, please remember to contact the school regarding sending reporters/photographers/camera staff on campus grounds and photo permissions PRIOR to the days' event(s).

This year, two books have been selected:

Grades K-2

Book: *The Berenstain Bears' Trouble with Money*

Discussion: Students will be asked questions that tie the story to the value of savings

Activity: Students will draw something they want to save for in the middle of a piggy bank hand out, then color the piggy bank in.

Grades 3-5

Book: *Rock, Brock, And the Savings Shock*

Discussion/Activity: Using the compound interest chart at the end of the book, community readers will lead a discussion on how long it would take to save toward an item of their choice: bike, shoes, video games etc.

- **Friday, April 22**
 - Washington Attorney General, **Rob McKenna**
Woodland Intermediate School, Principal Chris Wiseman, 360-841-2750
- **Monday, April 25**
 - Washington Treasurer, **James McIntire**
Thorndyke Elementary, Principal Brian C. Hutchison, 206-901-7605
 - Bremerton Mayor, **Patty Lent**
School TBD (May read Wednesday, April 26 instead - visit the Jump\$Tart Washington Website for updates <http://www.wajumpstart.org/WaysToParticipate/ReadingDays/tabid/92/Default.aspx>)
- **Tuesday, April 26**
 - Bremerton Mayor, **Patty Lent**
School TBD (May read Wednesday, April 25 instead - visit the Jump\$Tart Washington Website for updates <http://www.wajumpstart.org/WaysToParticipate/ReadingDays/tabid/92/Default.aspx>)
- **Wednesday, April 27**
 - Kent Mayor, **Suzette Cooke**
School TBD (visit the Jump\$Tart Washington Website for updates <http://www.wajumpstart.org/WaysToParticipate/ReadingDays/tabid/92/Default.aspx>)



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Financial Literacy Reading Days Details (continued)

- **Thursday, April 28**
 - Bellevue Councilman, **John Chelminiak**
School TBD

- **Friday, April 29**
 - Bellevue Councilman, **Kevin Wallace**
School TBD

For more information about Jump\$Tart Washington's 2011 Financial Literacy Reading Day, contact Jump\$Tart Washington Reading Day Coordinator Melanie Hess at 206-226-6566 or melanie@jashington.org.

JumpStart Washington is a nonprofit coalition created to promote the need for financial education in Washington State. Members include individuals, public and private organizations, educators, and non-profit associations – each passionate about making change and:

- Raising awareness for the need and importance of personal financial literacy
- Increasing the use of financial education programs in school and homes

For information about the coalition, please contact Jump\$Tart Washington President Amy O'Donnell at aodonnell@wscpa.org or 425-586-1140.