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**Educational Organizations Promote Financial Literacy in Iowa**  
*Iowa Financial Know-How Challenge Kicks Off This Week, Gives Participating High Schools Chance to Win \$1,000*

WEST DES MOINES, IOWA (Feb. 20, 2013) — A partnership of educational organizations is providing an incentive for Iowa high schools that increase their students' financial understanding through participation in the Iowa Financial Know-How Challenge between now and March 29.

Iowa Student Loan<sup>®</sup> — in partnership with the Iowa Department of Education, the Iowa Jump\$tart Coalition, Junior Achievement of Central Iowa and the Iowa College Access Network — is sponsoring the Challenge and providing a chance for schools to win \$1,000 for their participation. Also, teachers who take part in the Challenge can work toward satisfying financial literacy requirements for the Iowa Core 21st Century Skills.

The Challenge is intended to reward Iowa high school teachers and administrators who promote critical financial literacy skills. A key component of the Challenge is the online financial literacy tutorial Student Loan Game Plan<sup>SM</sup>, which is designed to help high school students plan ahead and learn how they can borrow less for college by making informed financial decisions. High schools must incorporate Student Loan Game Plan into their classrooms **by March 29** in order to register in the Challenge and be entered in a drawing for a chance to win one of 30 cash prizes.

“Students often borrow for college without realizing the effect it will have on their future finances and lifestyle,” said Steve McCullough, president and CEO of Iowa Student Loan, which created Student Loan Game Plan in 2010. “Student Loan Game Plan provides high

school students with achievable ways to save for college and helps them understand the consequences of overborrowing for their education.”

### **About the Drawing**

Thirty winners will be randomly drawn from the qualifying schools that incorporate Student Loan Game Plan into their curriculum and enter the drawing via an online form at **[www.studentloan.org/EnterChallenge](http://www.studentloan.org/EnterChallenge)**. Each \$1,000 prize is intended to improve the school’s financial literacy programs and its scholarship fund.

### **Other Benefits**

As part of the Challenge, Iowa Student Loan and its partnering sponsors are providing information about how other resources and materials they offer can help teachers meet financial literacy requirements for the Iowa Core 21st Century Skills. These skills have been identified by the Iowa Department of Education as being necessary for Iowa students to lead productive and satisfying lives in a global knowledge-based environment.

### **Learn More**

If you are an educator and are interested in learning more about the Iowa Financial Know-How Challenge, visit **[www.studentloan.org/EnterChallenge](http://www.studentloan.org/EnterChallenge)** or contact Matt Brown at Iowa Student Loan at (800) 243-7552, ext. 7656, or [mbrown@studentloan.org](mailto:mbrown@studentloan.org).

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### **About Iowa Student Loan**

Since 1981, Iowa Student Loan, a private, nonprofit organization, has helped Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan has helped more than 375,000 students pay for college. The organization, based in West Des Moines, Iowa, also provides an array of borrower benefits, financial literacy tools and community reinvestment programs, including support for free college planning services for students and their families. For more information about Iowa Student Loan, visit [www.studentloan.org](http://www.studentloan.org).