



**FOR IMMEDIATE RELEASE**

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**High Schools to Benefit from Financial Literacy Challenge**  
*Iowa Financial Know-How Challenge Offers Schools Chance at \$1,000*

WEST DES MOINES, IOWA (Oct. 28, 2014) — Iowa high school educators can help their school win a \$1,000 cash prize while increasing their students' financial understanding through the Iowa Financial Know-How Challenge.

The Challenge, sponsored by Iowa Student Loan® in partnership with the Iowa Department of Education, the Iowa Jump\$tart Coalition, Junior Achievement of Central Iowa and the Iowa College Access Network, rewards Iowa high school educators who promote critical financial literacy skills by using two online tutorials in their classroom.

Teachers who register at [www.iowaStudentLoan.org/EnterChallenge](http://www.iowaStudentLoan.org/EnterChallenge) and work with their students to experience Student Loan Game Plan and ROCI Reality Check by Jan. 31 will be entered into a drawing for one of 30 \$1,000 cash prizes intended to improve winning schools' financial literacy programs and scholarship funds.

The Challenge also helps schools satisfy financial literacy requirements for the Iowa Core 21<sup>st</sup> Century Skills when educators use each tool alone or design their own curriculum. Iowa Student Loan offers classroom guides that provide discussion and assignment topics, as well as a correlation to the Iowa Core.

"Alburnett Future Business Leaders of America (FBLA) students have participated in the Iowa Financial Know-How Challenge every year," said Kyle Kuhlert, Alburnett Senior High School business instructor. "The results provide a good measure of the areas students are proficient and the areas that may need more emphasis placed on learning. With our winnings, we were able to provide college scholarships to seniors and update classroom

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curriculum. I strongly recommend every school find a way to work this program into their schedule because of the benefits that come with measuring students' strengths and the scholarship opportunities it presents."

### **Scholarship Opportunity for Seniors**

Beginning in January, Iowa high school seniors who plan to attend college may also qualify for \$1,500 scholarships in the Iowa Financial Know-How Challenge: Senior Scholarship by completing the two financial literacy tutorials and scoring among the top 20 on a related assessment.

Information about the Senior Scholarship will be available on [www.iowaStudentLoan.org](http://www.iowaStudentLoan.org) later this year.

### **Learn More**

Educators seeking more information can contact Tara Kamin at Iowa Student Loan by calling, (800) 243-7552, ext. 7404, or email [tkamin@studentloan.org](mailto:tkamin@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).