



FOR IMMEDIATE RELEASE

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

WEST DES MOINES, IOWA (Sept. 22, 2014) — A partnership of educational organizations is providing an incentive for Iowa high schools to assess their students' financial understanding. Schools have a chance at a cash prize by participating in the Iowa Financial Know-How Challenge between now and Jan. 31, 2015.

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 — is sponsoring the Challenge and providing a chance for schools to win \$1,000 for their participation. Teachers who take part in the Challenge can also cater activities to satisfy financial literacy requirements for the Iowa Core 21st Century Skills.

The Challenge is intended to reward Iowa high school educators who promote critical financial literacy skills by using two online financial literacy tutorials in classrooms. High schools that register and have students experience Student Loan Game PlanSM and ROCI Reality Check **by Jan. 31** will be entered in a drawing for a chance to win one of 30 cash prizes.

“These tools are a two-pronged approach to borrowing for college in a responsible manner,” said Steve McCullough, president and CEO of Iowa Student Loan. “Student Loan Game Plan helps students understand how much is reasonable to borrow, based on expected earnings by major. ROCI Reality Check helps users pinpoint the major that is most likely to help them maximize their return on college investment.” Both tutorials are available free to the public on Iowa Student Loan’s website at www.IowaStudentLoan.org.

About the Drawing

Thirty winners will be randomly drawn from those who register at www.iowaStudentLoan.org/EnterChallenge and certify that their students have experienced both tutorials. Each \$1,000 prize is intended to improve the school's financial literacy programs and its scholarship fund.

New Classroom Guides Assist Educators

Although educators may use each tutorial alone or design their own curriculum, Iowa Student Loan also offers classroom guides that provide discussion and assignment topics, as well as a correlation to the Iowa Core, for each tutorial.

Special Scholarship 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. Iowa Student Loan will award \$1,500 scholarships to 20 college-bound seniors who register, complete the two financial literacy tutorials and score among the top 20 on a related assessment. Interested seniors and parents will also receive emails highlighting financial literacy and college planning tips. Information on the Senior Scholarship will be available on www.iowaStudentLoan.org later this year.

Learn More

Educators who are interested in learning more about the Iowa Financial Know-How Challenge can contact Tara Kamin at Iowa Student Loan at (800) 243-7552, ext. 7404, or 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.