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30 Iowa High Schools Win \$1,000 in Financial Literacy Challenge
*Hundreds of Students Increase Their Understanding of College Financing by
Participating in Iowa Financial Know-How Challenge*

WEST DES MOINES, IOWA (April 9, 2013) — Thirty Iowa high schools were the winners of \$1,000 and hundreds of students took steps to increase their understanding of student loan debt as a result of the 2013 Iowa Financial Know-How Challenge.

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, offered the cash awards to Iowa high schools that participated in the Challenge. A major component of the Challenge entailed high school teachers incorporating the online financial literacy tutorial Student Loan Game PlanSM into their classroom instruction. With Student Loan Game Plan, high school students learned how they could plan ahead and borrow less for college by making informed financial decisions. In addition, educators received information about how they could incorporate other programs and materials offered by the Challenge's sponsoring organizations to help satisfy financial literacy requirements for the Iowa Core 21st Century Skills.

"I'm really happy that our school participated in this year's Challenge," said Patti Edler, guidance counselor at West Marshall High School in State Center. "Student Loan Game Plan provided my students with eye-opening and pertinent information about paying for college. I went through it with all my seniors."

The Iowa Financial Know-How Challenge is a homegrown program that was created after the federally sponsored National Financial Capability Challenge was discontinued last fall. In 2012, Iowa Student Loan and its partners successfully promoted the national financial

literacy challenge among Iowa high schools using the same cash drawing incentive. Following their efforts and those of others across the state, participation among Iowa high schools in the national program increased by more than 50 percent. However, Iowa's participation success did not reflect national high school participation, which declined by nearly 10 percent.

"For the past two years, our department has helped to support financial literacy contests for students to participate in. It has been great to observe so many enthusiastic Iowa high school students engage in these creative financial challenges," said Mike Cormack, policy liaison for the Iowa Department of Education.

"Financial literacy is an important lifelong skill set for students to understand, and this new program promotes the topic in a positive manner. Iowa students are the winners in this public-private partnership," Cormack added.

This year between Feb. 18 and March 29, a total of 44 Iowa high schools enrolled in the Iowa Financial Know-How Challenge and incorporated Student Loan Game Plan into their curriculum. Educators and administrators used Student Loan Game Plan in a variety of ways — from having individual students go through the tutorial to working through the module as a classroom exercise.

"We're pleased that we had almost 1,200 Iowa high school students go through Student Loan Game Plan individually," said Steve McCullough, president and CEO of Iowa Student Loan. "Because many teachers also shared the tutorial with groups of students, we're confident that hundreds more were educated on actions they can take now to reduce the amount they need to borrow for college."

Winning Schools

Winners of the cash drawing were randomly selected earlier this month from Iowa high schools that completed the Challenge. The following winners were chosen from the 44 schools meeting those qualifications.

School Name	City	School Name	City
Alburnett High School	Alburnett	Kingsley-Pierson High School	Kingsley
Ames High School	Ames	Marquette High School	Bellevue
Bellevue High School	Bellevue	Marshalltown High School	Marshalltown
Camanche High School	Camanche	Mid-Prairie High School	Wellman
Centerville High School	Centerville	Moravia High School	Moravia
Central City High School	Central City	North High School	Sioux City
Central Community High School	Elkader	Northeast Hamilton High School	Blairsburg
Central High School	DeWitt	OA-BCIG High School	Ida Grove
Davis County High School	Bloomfield	Pleasant Valley High School	Riverdale
Decorah High School	Decorah	Prairie High School	Cedar Rapids
Denver High School	Denver	River Valley High School	Correctionville
Hempstead High School	Dubuque	Sioux Central High School	Sioux Rapids
Humboldt High School	Humboldt	Southeast Polk High School	Altoona
IKM-Manning High School	Manning	Thomas Jefferson High School	Council Bluffs
Independence High School	Independence	West Marshall High School	State Center

The winning schools will each receive \$1,000: \$500 intended to improve or continue financial literacy programs and \$500 intended for school scholarship funds.

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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.