



NEWS RELEASE

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Governor Branstad Proclaims April as Financial Literacy Awareness Month *Month dedicated to increasing Iowan's financial knowledge and money management skills*

Des Moines, IA, April 10, 2015— Governor Terry Branstad has declared the month of April as Financial Literacy Awareness Month in Iowa. The Iowa College Student Aid Commission (Iowa College Aid), the Iowa Department of Education, the Treasurer of the State and the Department of Commerce Banking and Insurance Divisions sponsored the proclamation which aims to emphasize the impact personal financial knowledge has on the success of Iowa citizens and the state's economy.

“Financial Literacy Awareness month demonstrates our dedication to promoting financial stability for all Iowans and its role in ensuring the prosperity of our state's economy,” said Branstad. “I encourage educational and community organizations across the state to spread awareness on the importance of financial literacy and to ensure all Iowans have the tools they need to be financially secure.”

It is important to be financially literate before engaging in financial contracts, and not after. Young people face many financial decisions, from how to use credit cards to how to finance higher education. Therefore, it is imperative to build a strong foundation in personal finance at a young age.

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“Our agency wishes to ensure every Iowan is prepared to successfully manage their finances and make responsible fiscal decisions,” said Karen Misjak, executive director of Iowa College Aid. “By becoming financially literate, students and their families will be better prepared to understand their financing options for higher education, budgeting and other essential money management tasks.”

Financial Literacy Awareness Month provides an opportunity for state agencies, local governments, non-profit organizations, private enterprises and financial institutions to highlight financial literacy programs aimed at empowering Iowans to achieve financial success and security. Financial literacy month will culminate with the Governor and Lt. Governor’s Iowa Financial Literacy Summit on May 5, 2015 at the Iowa Events Center in Des Moines. Registration for the Summit is open to all Iowans, including middle and high school students, parents and educators. For more information on the Iowa Financial Literacy Summit go to <https://www.educateiowa.gov/event/iowa-financial-literacy-summit>.

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About the Iowa College Student Aid Commission

Iowa College Aid provides college access, financial literacy, and outreach services to Iowa’s students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$70.0 million annually, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education’s College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Additionally, Iowa College Aid is the administrator of the Federal GEAR-UP Grant, a multi-year state-wide grant which is being utilized to provide early awareness programming and outreach initiatives to thousands of Iowa’s students and families. More information is available at www.IowaCollegeAid.gov.