

# NEWS FROM SCDCA

South Carolina Department of Consumer Affairs



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## FOR IMMEDIATE RELEASE

### LIFESMARTS ONLINE COMPETITION BEGINS THIS WEEK

Columbia, SC... . . . .The South Carolina Department of Consumer Affairs (SCDCA) announces the 2007 LifeSmarts State Competition. The online competition began Monday, September 18, 2006, and continues through February 2, 2007. SCDCA hosts the annual competition that tests students' knowledge of the following consumer areas: personal finance, health and safety, environment, technology, and consumer rights and responsibilities. During the online competition, teams across the state compete for one of six positions at the State Competition on March 2, 2007.

South Carolina LifeSmarts Coordinator Sherry King says, "LifeSmarts offers students an opportunity to build their factual knowledge of consumer issues, but more importantly, the contest increases students' awareness of issues they face every day and provides them with answers to make wise decisions in the future." King says LifeSmarts is not just rewarding students for their work today, but the competition is producing a more savvy generation of consumers.

LifeSmarts, established by the National Consumers League, resembles a game show, but the program's content is educational. The contest teaches consumer and marketplace issues and is designed to supplement classroom curriculum or be used as a learning activity in clubs and organizations outside the classroom. Teens in 9<sup>th</sup> – 12<sup>th</sup> grade are eligible to compete. The winning team at the State Competition will represent South Carolina at the National LifeSmarts Competition that will be held April 21-24 in Orlando, Florida.

For more information on LifeSmarts, contact 803.734.4195 or toll-free at 1.800.922.1594 or e-mail:

[King@dca.state.sc.us](mailto:King@dca.state.sc.us).

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#### About the South Carolina Department of Consumer Affairs:

Established by the Consumer Protection code in 1974, The South Carolina Department of Consumer Affairs represents the interests of South Carolina Consumers. Our mission is to protect consumers from inequities in the marketplace through advocacy, mediation, enforcement and education.

For more information, visit [www.sccoconsumer.gov](http://www.sccoconsumer.gov).

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