

NEWS FROM SCDCA

South Carolina Department of Consumer Affairs



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FOR IMMEDIATE RELEASE

SCDCA ENCOURAGES EDUCATORS TO PARTICIPATE IN “THE CHALLENGE”

Columbia, SC...In December 2009, Treasury Secretary Tim Geithner and Education Secretary Arne Duncan announced the **National Financial Capability Challenge**. They said that along with getting the economy back on track and getting smarter about financial regulation, we also need to make sure all Americans – but especially our youth – get the financial education they need to help them take responsibility for their financial futures. Treasury and Education are committed to working together on this issue. To increase financial literacy among our youth, the South Carolina Department of Consumer Affairs is urging educators to participate in “The Challenge.”

The Challenge – an awards program for educators and high schools students that aims to encourage the teaching of personal finance – is open to students ages 13-19. An earlier version of the Challenge was organized by Treasury under the previous administration, and this expanded effort builds on that success. The goal is to get one million high school students to take the Challenge, which includes a voluntary online exam, by April 9, 2010. Sign-up by March 14th by visiting <http://challenge.treas.gov/index.htm>.

Other Steps Educators Can Take:

1. View the **video message from Secretary Duncan**.
2. **Register for the Challenge** by March 14th.
3. Recruit their colleagues to participate (**flier available here**).
4. Prepare their students (using the free educator toolkit or their own resources).
5. Administer the online exam one day between March 15th and April 9th.
6. Present official (printable) awards certificates to high-scoring students.

All participating educators will receive personalized awards certificates, and educators in states with the highest participation rates will earn special distinction. For more information, contact the Public Information Division at 803.734.4296, toll free at 1.800.922.1594 or online at www.scconsumer.gov.

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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.scconsumer.gov.
