



## **FOR IMMEDIATE RELEASE**

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### **AG Coffman Announces New Financial Literacy Program for Colorado Kids**

*More than 3,300 elementary students from 61 Colorado elementary schools have already participated in the online MoneyWiser program*

DENVER – Colorado Attorney General Cynthia H. Coffman today announced the statewide launch of a new kid’s financial literacy initiative, Colorado MoneyWiser. This interactive, web-based financial education program will bring critical financial education to elementary school students across Colorado.

“I want every child in our State to have the skills they need to confidently navigate the increasingly complex financial world we live in,” said Attorney General Coffman. “Providing young people an early financial education fosters individual responsibility and lays a solid foundation for success in life.”

The Attorney General’s Office is partnering with EverFi, Inc., a leading education technology company, to provide this financial management program to local students at no cost to schools. Colorado MoneyWiser uses the latest in simulation and gaming technologies to bring complex financial concepts to life for today’s digital generation.

According to an EverFi survey, [\*Understanding Family Financial Wellness\*](#), research shows that while most parents agree that talking to their kids about money is important, only 43% of parents feel that they are well prepared to have those conversations. These statistics support the need for financial education in a school setting, where all students have an equal opportunity to learn essential financial skills. Colorado MoneyWiser is focused on providing students with the opportunity to develop healthy financial attitudes and behaviors in a fun and engaging way.

Colorado MoneyWiser features an interactive, new-media learning platform specifically designed to introduce financial literacy skills early in a child’s development. The curriculum aligns with both state and national standards, and includes topics such as saving, budgeting, responsibility and decision-making, credit and debt, careers, investment, charity, and more.

“It is hard to find resources that are standards based, engaging, rigorous and relevant to students’ lives. Colorado MoneyWiser has managed to do all of that and so much more,” said Ryanne

VanSciver, Adams 12 Five Star Schools Social Studies Coordinator. "Now, as a District Social Studies Coordinator, I am working to get this incredible resource in all of our elementary schools. Thank you to the Colorado Attorney General's Office for providing this valuable resource to our teachers and students."

In order to provide Colorado MoneyWiser to schools across the State at no-cost, the Attorney General's Office has funded the program for the 2016-2017 school year using settlement funds designated for consumer protection education and other initiatives. The Colorado MoneyWiser program is scheduled to run through at least the 2018-2019 school year.

Elementary school administrators and teachers who are interested implementing Colorado MoneyWiser can contact the Office of Community Engagement at [oce@coag.gov](mailto:oce@coag.gov) or 720-508-6565.

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