



AFSA Education Foundation

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For Immediate Release

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Online Financial Literacy Course Enrollment Soars to Record Level ***AFSA Education Foundation's MoneySKILL® Program Sees 169% Growth Nationally***

WASHINGTON, July 21, 2008 . . . Enrollment in MoneySKILL®, an online financial literacy program geared towards high school students, has increased 169% for the past academic school year, according to the American Financial Services Association's Education Foundation (AFSAEF).

“The jump in MoneySKILL’s enrollments is in large part due to major technical upgrades that make the curriculum more user friendly for both teachers and students,” said Susie Irvine, President and CEO of AFSAEF. “While it’s encouraging to see this increase, the need to teach young adults about personal finance basics has never been greater. The current situation in the economy underscores this reality.”

In the 2007-2008 academic school year, 38,542 students were enrolled in the MoneySKILL curriculum, up from 14,334 the previous school year. Overall, more than 90,000 students from all 50 states and 20 foreign countries have been enrolled in MoneySKILL since the course’s inception in 2003.

MoneySKILL, a free, reality-based Internet curriculum, educates students on such financial issues as balancing a checkbook, saving for the future and building good credit. The 34-module course covers income, expenses, assets, liabilities and risk management. AFSAEF is working to bring MoneySKILL to all classrooms via teacher training workshops. In 2008, the Foundation has conducted, or will conduct, approximately 35 workshops in 25 states.

The AFSAEF will be in New Orleans all week exhibiting at the National Conference of State Legislators (NCSL)’s Legislative Summit 2008. For additional information about MoneySKILL, please visit www.moneyskill.org or call 888-400-7577.

Based in Washington, D.C., the AFSA Education Foundation’s (www.afsaef.org) mission is to help consumers realize the benefits of responsible money management, understand the credit process and seek help if credit problems occur. It is affiliated with the American Financial Services Association (AFSA), the national trade association for the consumer credit industry, protecting access to credit and consumer choice.

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