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Join the Money Smart Colorado Campaign to Get Smart about Money April 21 – 28

Being smart about money isn't always easy. Staying smart about money can be even harder. That's why Colorado's Jump\$tart Coalition for personal financial literacy is inviting banks, credit unions, businesses, schools, libraries, non-profits and other organizations to come together April 21 – 28 to present Money Smart Colorado week.

As a state-wide public awareness campaign, the third annual Money Smart Colorado week offers a unique opportunity for businesses and organizations to highlight their current financial literacy programs or become involved in this important effort to make financial literacy education accessible to all Coloradans. Jump\$tart invites businesses and organizations of all types to offer free classes and events or to contribute resources to facilitate and promote the campaign to help consumers learn to manage their personal finances.

"This campaign offers businesses, schools and other organizations an opportunity to get involved in financial literacy education, regardless of whether they have been involved in these efforts in the past," says Stacey Montague, Public Affairs Director for the Federal Reserve Bank of Kansas City, Denver Branch. "A library might offer space for a presentation or a community organization might invite a financial advisor to provide financial planning advice to their members – organizations of all types can get involved."

Businesses and organizations can register to become Money Smart Colorado partners online at www.MoneySmartColorado.org. The registration process is simple and being part of the campaign is free.

"All of us could benefit from a better understanding of our own financial situation," says CJ Juleff, Executive Director of the Colorado Jump\$tart Coalition. "By focusing on our own communities throughout Colorado and highlighting all of our efforts in one week, we hope to let the people of Colorado know that resources are available to better understand the ins and outs of personal finance which we know is especially important in these challenging economic times."

This year, Colorado Jump\$tart will also present a teacher training event on Saturday, April 21 at the Great West Life and Annuity Insurance Company training center in the Denver Tech Center. The event will be free to educators and will support personal financial literacy in the classroom.

Money Smart Colorado week is coordinated by the Colorado Jump\$tart Coalition for personal financial literacy, a non-profit coalition created to help Coloradans of all ages improve their level of financial literacy. For more about Money Smart Colorado, including how to become a partner, visit www.MoneySmartColorado.org.