



Media Contact:

Alicia Sellitti

Public Relations

asellitti@councilforeconed.org

(917) 822-9010

FOR IMMEDIATE RELEASE

COUNCIL FOR ECONOMIC EDUCATION LAUNCHES CAMPAIGN TO INCREASE AWARENESS FOR FINANCIAL LITERACY

Leading Financial Education Non-Profit Teams Up With Economists, Entrepreneurs and Artists for Financial Literacy Campaign

NEW YORK, NY (APRIL 1, 2016) Today, the [Council for Economic Education](http://www.councilforeconed.org) (CEE) will kick off a month-long video financial literacy campaign, enlisting designer Elie Tahari, musician Noelle Scaggs, author Jeff Kinney and others to raise awareness for personal finance and economic education in our nation's schools. The campaign will share video narratives from artists, economists, entrepreneurs, and business leaders via Facebook, Instagram and Twitter to inform and inspire kids to understand and take control of their financial lives.

With early and continued exposure to personal finance and economics, kids grow up to make better financial decisions for themselves and their families. They can create a pathway to achieve their highest potential. CEE, in partnership with social media influencer and entrepreneur Natalie Zfat, and the 14 other participants who've also created videos, hopes to inspire kids to understand how critically important financial literacy is to set foundations for their lives and careers.

"We're thrilled to partner with this group of inspiring leaders during Financial Literacy Month to shine a light on the benefits of understanding personal finance," said Nan J. Morrison, CEO and President, CEE. "Hearing from successful people in a wide variety of fields about their experiences managing their financial lives is a powerful lesson—we can't thank them enough for helping to inspire young people through their stories."

As a young entrepreneur herself, Zfat can speak firsthand to the benefits financial literacy has had in her own career. "Financial understanding has been such a critical skill to grow my business," said Zfat. "I'm thrilled to partner with the Council for Economic Education and my favorite industry leaders to educate and inspire future leaders."

Videos will be published under the hashtag #MySavingsStory across multiple social media platforms throughout the month of April to get kids talking about how to save, spend and plan wisely to create lives of possibility.

Here is a complete list of participants:

- April 1: **Rosie Pope**, Entrepreneur
- April 3: **Brian Kelly**, The Points Guy, Entrepreneur and Blogger
- April 6: **Melissa Giannini**, Editor-in-Chief, *Nylon* Magazine
- April 8: **Noelle Scaggs**, Fitz and The Tantrums Vocalist
- April 9: **Jeff Lacker**, American Economist and President of the Federal Reserve Bank of Richmond
- April 10: **Natalie Zfat**, Social Media Entrepreneur
- April 13: **Nan J. Morrison**, President & CEO, Council for Economic Education
- April 16: **John Dioso**, Managing Editor, *Glamour* Magazine
- April 18: **Jeff Kinney**, Author, *Diary of A Wimpy Kid*
- April 20: **Elie Tahari**, Fashion Designer
- April 22: **Mona Patel**, CEO & Founder, Motivate Design
- April 23: **Annamaria Lusardi**, Denit Trust Distinguished Scholar and Professor of Economics and Accountancy, George Washington School of Business
- April 24: **Dan Kadlec**, Journalist, *Time* Magazine
- April 26: **Veeral Rathod**, CEO & Founder, J. Hilburn
- April 28: **Kelli Grant**, Consumer Reporter, *CNBC.com*

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About the Council for Economic Education

The Council for Economic Education is the leading non-profit organization in the United States that focuses on the economic and financial education of students from kindergarten through high school - and we have been doing so for 67 years. We carry out our mission by educating the educators: providing the curriculum tools, the pedagogical support, and the community of peers that instruct, inspire, and guide. All resources and programs are developed by educators, and delivered by our national network of affiliates. Our goal is to reach and teach every child. Each year CEE's programs reach more than 55,000 K-12 teachers and over 5 million students across the United States. EconEdLink – our free, online educator gateway for economic and personal finance lessons and resources – attracts more than 1.1 million unique visitors each year.

For further information about the Council for Economic Education go to: <http://www.councilforeconed.org>.