**Press Release Template**

**[Company Name] Announces Participation in the EVERFI National Financial Literacy Bee to Support Youth Financial Education**

*A new challenge, taking place during Financial Literacy Month, equips students with money management skills and encourages remote learning while social distancing*

**April XX, 2020 (City, State)** -- **[Company Name]** today announced that it is sponsoring the EVERFI National Financial Literacy Bee. The National Financial Literacy Bee is a first-of-its-kind nationwide financial literacy challenge for students in 7th-10th grade taking place April **[X-X]**, 2020 for **[Company Name]** customers **[and the community]**.

As families across the country are struggling to balance work, childcare, and homeschooling amidst widespread school closures driven by the COVID-19 pandemic, the National Financial Literacy Bee provides an opportunity for students to have some fun and learn critical financial concepts at home while social distancing.

The five-day challenge, created by social impact education innovator EVERFI, and supported by leading financial institutions nationwide, features a short daily digital lesson and capstone essay contest in which students will share a financial dream of theirs and how they plan to get there. Winners of the National Financial Literacy Bee will receive a total of $20,000 in college scholarships.

**[Insert Company Quote Here. Sample Below]**

“At this time of unprecedented uncertainty, and during Financial Literacy Month, **[Company Name]** is especially committed to engaging its communities, increasing financial literacy, and driving impactful change,” said **[Name, Title, Company]**. “We are proud to be supporting parents and students at this time through the National Financial Literacy Bee and hope it helps drive dinner-table conversations about important financial topics.”

During the challenge, participating students will gain new skills to create a personalized financial decision-making framework that they can apply to their lives now and in the future. Topics include spending and saving, credit and debt, employment and income, investing, and insurance.

“Across the country, families are facing unprecedented uncertainties and challenges. Parents are dealing with the loss of income or are adjusting to working from home, while students are trying to continue their studies outside of the classroom,” said Ray Martinez, founder, and president, EVERFI. “We’ve always been committed to helping students increase their financial literacy, and during this historic time we are also working to help parents feel secure -- and help students stay engaged. The National Financial Literacy Bee is a fun way for students to compete with their peers while social distancing.”

**[Insert other financial education program details here]**

In addition to supporting the National Financial Literacy Bee, **[Company]** works with EVERFI to provide [schools-based financial education across XYZ region or adult financial education to help consumers navigate financial uncertainty and plan for the future].

To learn more about the National Financial Literacy Bee, and to register to participate, visit **[enter your custom landing page URL here]**.

**About [Company Name]**

**[Insert boilerplate]**

**About EVERFI, Inc.**

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct and other critical topics. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 41 million learners globally. Recognized as one of the World's Most Innovative Companies by Fast Company in 2020, EVERFI powers community engagement in a sustained manner to empower individuals and organizations to make an impact within their communities. The Company also convenes [Networks](https://everfi.com/networks/) to bring together financial institutions, colleges, and universities, and some of the largest corporations to leverage insights and connections to drive impact. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, as well as Advance, Rethink Education and Rethink Impact. To learn more about EVERFI visit [everfi.com](http://everfi.com/) or follow us on [Facebook](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=3982107549&u=https%3A%2F%2Fwww.facebook.com%2Feverfi%2F&a=Facebook), [Instagram](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=335111280&u=https%3A%2F%2Fwww.instagram.com%2Feverfi%2F&a=Instagram), [LinkedIn](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=1526369965&u=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Feverfi%2F&a=LinkedIn), or [Twitter](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=443747734&u=https%3A%2F%2Ftwitter.com%2FEVERFI&a=Twitter) @EVERFI.

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