**Press Release Template**

**[Treasurer’s Office] Announces Participation in the EVERFI Treasurer’s Summer Challenge to Support Youth Financial Education**

*A new challenge, taking place during the month of July, equips students with money management skills and encourages financial learnings to combat “COVID slide”*

**June XX, 2020 (City, State)** -- **[Treasurer’s Office]** today announced that it is sponsoring the EVERFI Treasurer’s Summer Challenge, taking place throughout the month of July. The EVERFI Treasurer’s Summer Challenge is a first-of-its-kind nationwide financial literacy challenge for high school students, bringing together state treasurer offices to support financial education.

Education leaders are already bracing for a worse "summer slide" this year for students whose schools were shut down to curb the spread of coronavirus. But new research from [NWEA](https://www.nwea.org/content/uploads/2020/05/Collaborative-Brief_Covid19-Slide-APR20.pdf) suggests the "COVID slide" is going to be significantly worse, with projections suggesting major academic impacts from COVID closures for students, especially in mathematics. The Treasurer’s Challenge is designed to engage students with fun, educational content that is self-paced and easily accessible from home.

The one-month challenge, created by social impact education innovator EVERFI, and supported by state treasurer’s offices, features five digital lessons and a capstone essay contest in which students will share what they hope to do after high school and how what they learned during the Challenge will help them turn that into a reality. One student essay will be selected as the winner of the EVERFI Treasurer’s Summer Challenge and will receive a $5,000 college scholarship.

**[Insert Treasurer’s Office Quote Here. Sample Below]**

“During this time of continued uncertainty, and with many families finding their summer plans upended, the **[State]** Treasurer’s Office is committed to engaging communities, increasing financial literacy, and driving impactful change,” said **[Name, Title]**. “We are proud to be supporting parents and students at this time through the EVERFI Treasurer’s Summer Challenge and hope it will help drive dinner-table conversations about important financial topics as these high school students plan for their future.”

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 settling into balancing work and child care as best they can, while students are facing a summer of continued social distancing with few activities or camps,” said Ray Martinez, founder, and president, EVERFI. “We’ve always been committed to helping students increase their financial literacy, and during this time we are also working to help parents feel secure -- and help students stay engaged. The EVERFI Treasurer’s Summer Challenge is a fun way for students to compete with their peers while social distancing and better preparing themselves for life after high school.”

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

In addition to supporting the EVERFI Treasurer’s Summer Challenge, **[Treasurer’s Office]** 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 EVERFI Treasurer’s Summer Challenge, visit **[enter your custom landing page URL here]**.

**About [Treasurer’s Office]**

**[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.

\*\*\*

**IMPORTANT: PRESS RELEASE REVIEW PROCESS**

* **When using this template with no changes:** EVERFI Communications does not need to review if no changes are made, but we do ask that at least 24 hours prior to launch you kindly provide a final copy of the release, date of distribution, and how the press release will be distributed.
* **When writing a new release or altering this template:** EVERFI Communications (and possibly legal) need to review all new press releases. Please provide a copy of the release, along with information on the date of distribution and how the press release will be distributed, at least 24 hours prior to launch. Your Account Manager can facilitate this process.