



Financial Literacy Month Toolkit | K12 Courses

Media Advisory Template

Boilerplate language for an easy Media Advisory in advance of a classroom event.

[INSTITUTION NAME] Visits [SCHOOL NAME] to Celebrate Financial Literacy Month

Digital Financial Education Program Reaches Over [##] Students Statewide

Join **[INSTITUTION NAME]** at **[SCHOOL NAME]** as we celebrate the **[GRADE LEVEL]** students taking a digital financial education to prepare for a successful financial future. By the end of this school year, **[##]** students will have participated in **[PROGRAM NAME]**, a web-based financial education program that empowers students to develop financial capability during critical years.

This event is a unique opportunity for state and local leaders to reflect on the power of financial literacy month and to recognize these students for their incredible accomplishment.

WHAT: Brief Description of event (2 sentences)
On **[EVENT DATE]** representatives from the **[INSTITUTION NAME]** will visit **[SCHOOL NAME]** to celebrate **[GRADE LEVEL]** students who have started the **[PROGRAM NAME]** financial education program. Students will play a financial jeopardy style game, CALLED Fi-Q, that reinforces lessons learned from the program.

WHERE: **[SCHOOL NAME]**
[SCHOOL ADDRESS]



WHEN: [DATE & TIME]

HOSTS AND DISTINGUISHED GUESTS

- LIST VIP GUESTS HERE [NAME, TITLE, ORGANIZATION]

QUESTIONS: For questions on the event, please contact [NAME] at [EMAIL] or [PHONE NUMBER]

About Your Institution

Include your institution's boilerplate "about" language for media here.

About EVERFI

EVERFI is the leading education technology company that provides learners of all ages education for the real world through innovative and scalable digital learning. EVERFI powers community focused financial education for 750 financial institutions across the country. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) subscription model and has certified over 19 million learners in critical skill areas. 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, TPG Growth, The Rise Fund, Advance Publications, and Rethink Education, and Rethink Impact. The EVERFI Education Network powers more than 4,300 partners in their education initiatives across all 50 states and Canada. Learn more at everfi.com.