

EVERFI: FinLit Customer Press Release Template (Updated March 2020)

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FOR IMMEDIATE RELEASE

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[Company] Launches New Financial Education Program for High School Students in
[State/County/School District]

[City, State, Date]- **[Company]** today announced the launch of **[Program Name]**, a new personal finance education program for students in grades nine to 12. The course has been made available through **[Company's]** relationship with the nation's leading social impact education innovator, EVERFI, Inc.

[Program Name] teaches high school students how to make smart financial choices that promote financial well-being over their lifetime. The program features an interactive learning platform designed specifically to translate complex financial concepts like understanding a pay stub or completing the FAFSA (Free Application for Federal Student Aid) form and introduces the basic financial literacy skills needed as high-school students transition into adulthood. According to **[Source]**, **[Choose Stat]**

- [EVERFI](#), 53 percent of Gen Z students rank money management as the most daunting challenge they face today.
- [EVERFI](#), 71 percent of teens agree that students should receive financial education in schools.

[Custom quote from Company Executive]

Through a series of interactive lessons, [Program Name] helps students develop actionable strategies for managing their finances. The robust course library covers a number of topic areas including income and employment, budgeting, credit and debit cards, and financing higher education. The seven module course immerses students in real-life financial scenarios and allows them to move at their own pace through the lessons, providing bite-sized instructional animations that make the topics approachable and relatable.

Program Impact

If your program is more than a year old, or you have gathered early impact numbers from your EVERFI Customer Success Representative, think about highlighting the impact.

- **Knowledge Gains.** Ex: Students who completed [PROGRAM NAME] increased their scores on financial literacy assessments by [x percent].
- **Cumulative Reach:** Ex. The program has already helped [more than 100 schools] in the region to provide quality, easy to implement financial education.
- **Attitudinal Changes:** Ex. After taking the course, [nearly 70 percent of students] reported checking their credit scores and understanding what they meant.

“Understanding your finances and making sound financial decisions is key to a strong future, but many people don’t know where to turn to get the information they need in a way that is age-appropriate and easily understandable,” said EVERFI Founder and President, Ray Martinez. “By laying the foundation for financial literacy at a young age, students will be prepared with the skills needed to enter into the new economy and make for a smooth transition into adulthood.”

The platform offers detailed data and reporting by allowing teachers to uniquely track the progress and performance of every student and see real-time data on student performance, while the technology aggregates crucial data on hours of learning completed and knowledge gains.

To learn more about the program, visit [URL]

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About [Company]

[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](#) 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 or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#) @EVERFI.