

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

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FOR IMMEDIATE RELEASE

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**[ Company] Announces Launch of Financial Education Resource for Elementary School Students in [State/County/School District]**

**[City, State, Date]**-**[Company]** today announced the launch of a new personal finance education program for elementary school students. **[Company]** is working with the nation's leading social impact education innovator, EVERFI, Inc. to launch the financial education initiative in **[# of schools, counties and states across footprint]**.

**[Program Name]** is an online, interactive financial education resource specifically designed for students in grades 4-6 to promote financial literacy and teach financial education skills. The course introduces critical financial concepts and skills to students in a fun, engaging, and age-appropriate way and empowers them to be smart financial decision-makers. According to **[Source]**, **[Choose Stat]**

- [EVERFI](#), only 43 percent of parents described themselves as “well prepared” to discuss money with their children.
- [EVERFI](#), 95 percent of parents agree that students should learn about personal finance in school.

- [OECD](#), more than 1 in 6 students (17.8 percent) in the United States do not reach the baseline level of proficiency in financial literacy.

[Custom quote from Company Executive]

Students learn the importance of opportunity cost by exploring the differences between needs and wants, understand how and when to use credit, and look at real-life budgetary decisions along with the potential consequences of those decisions. Teachers are able 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.

### 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.

“EVERFI works with teachers and students every day in schools across the country to bring financial lessons to life by harnessing the power of technology,” said EVERFI Founder and President, Ray Martinez. “In a country where only 24 percent of our young people can answer basic financial wellness questions, teaching kids to handle their finances has never been more important. By laying the foundation of financial literacy at a young age, students will be set up with the critical skills needed to make responsible financial choices for the rest of their lives.”

The standards-based course leverages performance-based games to immerse students in real-life financial scenarios that focus on responsible decision making and skill-building. Covering a wide range of topic areas including fiscal responsibility, money management, credit and more, this resource increases basic financial literacy for students and builds the foundation for healthy financial decision-making at a young age.

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](https://everfi.com) or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#) @EVERFI.