



National
Financial Educators

FOR IMMEDIATE RELEASE

Contact:

Adam Carroll

National Financial Educators

10480 Juan Calle

Clive, Iowa 50325

Phone: 515-225-6518

Mobile: 515-991-7146

adam@nationalfinancialeducators.com

National Financial Educators Will Speak To 10,000 Iowa Students This Semester

(Des Moines, Iowa November 9, 2004...) An Iowa-based company called National Financial Educators will present their program “The Money Game” to 10,000 Iowa college students this school year. The program is designed to teach financial literacy skills to college students in a time where most students make the biggest mistakes. “The average credit card balance for college students is over \$3,400 – our goal is to make that number significantly smaller”, says company co-founder Adam Carroll.

With tuition rising every year at double-digit percentages, National Financial Educators believes now is the time to share this message with students in a way they’ll appreciate. Delivered in a 60-minute time period, the program is highly interactive and is accompanied by a workbook the students fill out as they go along.

According to a 2003 U.S. News and World Report study, 7% of the bankruptcies declared in 2003 were college students. “The students who get in this kind of mess make poor choices because they haven’t been educated financially” says Carroll. “Years ago, a student could get a job during the summer and make enough to pay for their tuition for a year. Now, a student could work full-time ALL YEAR and still not make enough to pay it.”

The biggest challenge Carroll and his partner, Chad Carden, face is finding University faculty and staff who believe it’s their job to bring this message to students. “More often than not, schools believe it’s the parents responsibility to teach their kids this stuff”, says Carden. Judging from the average number of credit cards per household, 16.7, most parents don’t know much more than their kids do.

In addition to presenting The Money Game to students in Iowa, Carden, Carroll and the 5 independent contractor speakers they have working with them will present to schools in Texas, Missouri, Nebraska, Minnesota, New York and Florida in the Spring of ’05.

#

Changing the way students look at money.

10480 Juan Calle, Clive, Iowa 50325 • 866.850.3657 • 515.225.0339 FAX • www.nationalfinancialeducators.com