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## **Duo Gangs Up On Financial Illiteracy In College**

**(Des Moines, Iowa November 9, 2004...)** Adam Carroll and Chad Carden are on a mission: To educate hundreds of thousands of students across the United States on areas of basic finances. The duo decided to gang up and tackle the mounting debt problem head-on after reading a report early in the year that stated 7% of all bankruptcies last year were college students.

“We were in the same situation 6 years ago,” says Carroll, “and to navigate the road from financial misery to financial mastery is tough on your own.” Carden and Carroll have big plans for their program “The Money Game”. They foresee delivering the program to 1 million students by 2008. The duo maintain that by educating young people not to get into financial problems early on, they’ll be much more productive and profitable members of society. “When you’re mired in debt, most of your mental energy is zapped by worry—imagine what could be accomplished if people didn’t have those concerns,” says Carden.

Carroll is adamant the problem goes deeper than just accumulating stuff. “Students are programmed to want, want, want. We’re trying to show them how getting stuff before they can afford it will jeopardize their future.”

The program is largely sponsored by local and national companies that have a vested interest in the financial literacy of our nations’ young people. Young Money magazine jumped on the cause immediately. “The founder of Young Money has the same vision we do,” says Carroll, “it’s about helping young people out of the mess they find themselves in across the country”.

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