



FOR IMMEDIATE RELEASE

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**Connecticut Jump\$Start Coalition Kicks Off National Financial Literacy Month  
With Call for Parental Support of Financial Education**

Meriden, Connecticut – April is National Financial Literacy Month and the Connecticut Jump\$Start Coalition, a non-profit advocate of financial literacy, is calling upon Connecticut parents to let their state legislators and local boards of education know that they want financial education to be a part of their children’s school curriculum.

According to Chris Lee, CTJump\$Start Coalition President, the need for financial education in Connecticut schools has never been more urgent. “As early as high school, our kids are making serious money decisions,” he says, “yet study after study show they lack even the most basic knowledge and skills regarding personal finance issues.”

Lee cites the report *“Students and Money: Financial Skills for the 21<sup>st</sup> Century”* published in 2014 by the Programme for International Student Assessment (PISA) as one major evaluation of American students’ financial capabilities. The report ranked the US ninth out of eighteen participating countries, underperforming nations such as Belgium, Estonia and top-ranked China.

“Our lack of commitment to financial education,” Lee continues, “is part of the reason we have a nation of financially-fragile young adults, mired in debt, who are poorly positioned to purchase a first home, save for retirement or even build a rainy day fund.”

Connecticut’s poor performance on two national financial literacy assessments, he maintains, shows that the state itself “is a clear laggard on this issue.” Lee points to the “F” Connecticut received in the *“2015 National Report Card on State Efforts to Improve Financial Literacy in High Schools”* by the Center for Financial Literacy in Vermont. He also says that Connecticut meets only one of the five benchmarks in the Council of Economic Education’s *“2016 Survey of the States”* that measure the strength of a state’s financial education program.

While many bills related to financial education have come before the General Assembly since the Great Recession, Lee adds, very few have passed. “That’s why we’re urging parents and other groups to speak up about the importance of financial literacy to state and school policymakers. Unless we demonstrate our widespread concern, we will continue to graduate students ill-prepared to meet the money challenges that await them as adults.”

**About the Jump\$Start Coalition**

The Jump\$Start Coalition for Personal Financial Literacy is a Washington, DC-based not-for-profit organization that seeks to improve the personal financial literacy of students in pre-kindergarten through college. Jump\$Start’s

nearly 150 national partners and 51 affiliated state coalitions work individually and collectively to educate and prepare our nation's youth for life-long financial success. For more information about the Connecticut chapter, go to [www.ctjumpstart.org](http://www.ctjumpstart.org). You can also find us on Facebook at [www.facebook.com/ConnecticutJumpStart](http://www.facebook.com/ConnecticutJumpStart) and on Twitter at <http://twitter.com/JumpStartCT>.

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