



FOR IMMEDIATE RELEASE  
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**NATIONAL RESEARCH STUDY ON FINANCIAL EDUCATION ANNOUNCED:  
Eau Claire Area School District, RCU partner with UW-Madison Center for Financial Security**

**Eau Claire, WI-** The Eau Claire Area School District and RCU are partnering with the University of Wisconsin-Madison to identify effective strategies for teaching money management to kids. Funding for this research comes from the US Department of the Treasury. Eau Claire could be at the forefront of important national research that aims to prepare students for a healthy financial future. The district was chosen to participate because of its strong commitment to helping students develop financial skills and its engagement with the Royal Credit Union's School \$ense program.

During the spring of 2012 all 4<sup>th</sup> and 5<sup>th</sup> grade students in the Eau Claire Area School District will take part in financial education lessons in the classroom. Later this month, teachers will receive expert training on the curriculum and classroom materials through the *Money F-I-T* (Financial Instruction for Teachers) program. The lessons focus on personal financial topics such as *saving, banking, and money management*. The goal of the program is to help students learn important financial skills, including saving money and spending wisely. The *Money F-I-T* lessons fall within school district curriculum guidelines.

Eau Claire Area School District 4<sup>th</sup> and 5<sup>th</sup> grade parents/guardians will receive a packet from the University of Wisconsin-Madison this week containing additional information about the opportunity and student participation. The classroom instruction will begin in early March. RCU educators will also offer instructional support in the classroom to help teachers as needed. Following the classroom instruction, the University of Wisconsin-Madison Center for Financial Security will evaluate *Money F-I-T* for its effectiveness in building financial capability at an early age.

The recession has shown that it is becoming more and more important for Americans to have strong financial management skills to help them get through tough economic times. However, across the nation people struggle to understand financial concepts. Money management skills are needed early in life – especially as students enter high school and college. Financial education has the potential to put students on the right path to building the skills that are so important for being financially secure in their future. Eau Claire students have a unique opportunity to participate in important research that can contribute to the development of a national model for financial education. The results of the research study could inspire more schools across the nation to explore similar strategies for helping their students gain personal financial skills and build savings.

Additional *Money F-I-T* program information is available at <http://moneyfitcfs.wordpress.com>.

**About Eau Claire Area School District**

The Eau Claire Area School District, with an enrollment of 11,018 students, is the eighth largest school district in Wisconsin. It features 12 elementary schools, 3 middle schools, 2 high schools and 2 charter schools. The district covers approximately 200 square miles and serves a diverse population of students. 40% of the district's students are considered low-income. The Eau Claire Area School District's vision is to prepare all children for post-secondary success.

**About Royal Credit Union**

RCU, Royal Credit Union, is a federally insured credit union serving over 130,000 Members with 22 full service offices in Amery, Balsam Lake, Centuria, Chippewa Falls, Colby, Eau Claire, Menomonie, Milltown, New Richmond, Osceola, Rice Lake, River Falls, St. Croix Falls, Somerset, Star Prairie, and Whitehall in Wisconsin and 3 full service offices in Edina, Coon Rapids, and St. Paul in Minnesota. You can open an account or apply for a low-cost loan at RCU if you live or work in 18 counties in Western Wisconsin, 12 counties in the Twin Cities Metro in Minnesota, or are a Realtor in Wisconsin or Minnesota. Visit [www.rcu.org](http://www.rcu.org) or call RCU at 1-800-341-9911 for more information 7 days a week.

**About the Center for Financial Security (CFS)**

The Center for Financial Security at the University of Wisconsin-Madison (<http://cfs.wisc.edu>) was founded in 2008 by the School of Human Ecology (SoHE). The overarching theme of the work of the CFS is to research and develop programs to help policymakers and practitioners advance financial capacity in vulnerable populations.