



NEWS RELEASE

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Junior Achievement Named “Organization of the Year” by the Institute for Financial Literacy as Part of its 2018 Excellence In Financial Literacy Education (EIFLE) Awards

Recipients honored for their distinguished accomplishments in developing, implementing and promoting successful financial literacy education worldwide

DALLAS, Texas – Junior Achievement (JA) has been named “Organization of the Year” by the Institute for Financial Literacy as part of its 2018 Excellence In Financial Literacy Education (EIFLE) Awards. Financial literacy is one of three subjects, or pillars, covered by Junior Achievement programs. The other two are work readiness and entrepreneurship. Each year JA programs reach 4.8 million students in grades K-12 in the United States. JA received the honor, in part, for the work it has been doing to incorporate technology into the delivery of its financial literacy programs.

The Institute for Financial Literacy (www.FinancialLit.org), a nonprofit 501(c)(3) tax exempt organization whose mission is to promote effective financial education and counseling, is pleased to announce the winners of the 2018 Excellence In Financial Literacy Education (EIFLE) Awards (www.EIFLEawards.org), which were presented April 9 at a ceremony during the Annual Conference on Financial Education in Orlando, Florida. Now in its twelfth year, the EIFLE Awards were created to acknowledge innovation, dedication and the commitment of individuals and organizations that support financial literacy education worldwide. This year’s competition was impressive and diverse, with submissions demonstrating the international importance of recognizing those at the forefront of financial education. After considering many strong nominations, the judges presented 11 EIFLE awards:

Organization of the Year: Junior Achievement

Educator of the Year - Derek D'Angelo

Adult’s Book: General - Make Your Kid a Money Genius (even if you're not) By: Beth Kobliner

Adult's Book: Investing and Retirement Planning - Wealth by Virtue By: Chad Gordon
Adult's Education Program: Money Management - Adult Financial Literacy Library Program
By: Credit Counseling Society

Adult's Education Program: General - Military Families Learning Network Personal Finance
Concentration Area By: eXtension, Cooperative Extension System

Children's Book: General - Counting with Common Cents: Dime's Quest By: Deirdre McCarthy

Children's Education Program: Financial Responsibility and Decision Making - Pet Shop
By: CPA Canada Financial Literacy

Children's Education Program: General - Girl Scout Financial Literacy Badges Made Easy
By: Federal Reserve Bank of St. Louis

Children's Education Program: Planning and Money Management - Águila y Sol. Esto no es
un volado By: Asociación mexicana de afores A.C. (AMAFORE)/ Museo Interactivo de
Economía (MIDE)

Instructional Game of the Year - Official Money Game for Students By: Money Savvy
Generation, Inc.

Follow the Institute for Financial Literacy on Facebook: www.facebook.com/FinancialLit and
LinkedIn: www.linkedin.com/company/Institute-for-financial-literacy.

About the Excellence in Financial Literacy Education (EIFLE) Awards

Established in 2007, the mission of the EIFLE Awards is to promote the effective delivery of consumer financial products, services and education by acknowledging the accomplishments of those that advance financial literacy education. The EIFLE Awards dinner is held each year during the Annual Conference on Financial Education.

About the Institute for Financial Literacy

The Institute for Financial Literacy is a nonprofit 501(c)(3) tax exempt organization whose mission is to promote effective financial education and counseling. As a national authority on adult financial education, the Institute advances professionalism and effectiveness in the field of financial literacy by setting the National Standards for Adult Financial Literacy Education™, hosting the Annual Conference on Financial Education™, presenting the Excellence In Financial Literacy Education (EIFLE)™ Awards, and administering certifications through Fincert.org™. For more information about the Institute, visit www.FinancialLit.org or call 207-873-0068.

About Junior Achievement of Dallas

Junior Achievement (JA) of Dallas, a nonprofit organization, inspires and prepares young people to succeed in a global economy through volunteer-delivered K-12 curriculum. JA students are introduced to the elements of successful business start-ups, hands-on budgeting simulations, learn need and want differences, plus many more everyday financial skills. Established in Dallas in 1954, JA Dallas has updated curriculum and is more relevant today than ever with over 4,000 volunteers impacting nearly 50,000 Dallas area students this year. JA volunteers help students dream big and reach their potential so that they have the power to be financially wise and career-ready young adults.

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