



# *Financial Fitness Greater Austin*

## **MEDIA ADVISORY FOR EVENT CALENDAR**

**DATE:** February 6, 2008

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## **TIME TO GET FINANCIALLY FIT, AUSTIN**

**WHAT:** Financial Literacy Awareness Week in Greater Austin

**WHEN:** April 21-27, 2008

**WHO:** Financial Fitness Greater Austin (FFGA) is an awareness and education initiative of Senator Kirk Watson, the Alliance for Economic Inclusion (AEI), the Financial Literacy Coalition of Central Texas (FLCCT) and more than 25 entities in the Greater Austin area (see partial list below).

**WHY:** Former secretary of the Treasury Paul O'Neill once remarked: "*Financial education can be compared to a road map to the American Dream. I believe that we need to teach all Americans the necessary tools to read that map, so they can reach the Dream.*"

The goal of FFGA is to teach these map-reading skills to Austin-area residents to help them find the American Dream. Participating organizations will provide financial awareness and information to the Greater Austin community and emphasize the importance of financial literacy and the need for consumers to be proactive about managing finances and building wealth.

During the week of April 21-27, there will be multiple events sponsored by partner organizations offering classes and resources on topics such as owning your own home; wise credit card use; spending and budgeting; and your

*-more-*

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credit report and credit score. With half of all Americans living paycheck to paycheck and rising credit card and household debt, financial literacy is more important than ever.

Basic financial education provides the tools Texans need to build a secure future for themselves and their families. It helps them avoid roadblocks that can make realizing their dream impossible. Helping consumers make wise purchasing decisions, build their credit history and reduce debt are some of the offerings available to those who participate.

The various activities sponsored by supporting organizations for the week will be announced in early April.

Participating organizations include:

- ACCION Texas
- Alliance for Economic Inclusion (AEI)
- Austin Police Department
- Catholic Charities of Central Texas
- Federal Deposit Insurance Corporation (FDIC)
- Federal Reserve Bank of Dallas
- Financial Literacy Coalition of Central Texas (FLCCT)
- Frameworks Community Development Corporation
- Internal Revenue Service (IRS)
- Junior Achievement of Central Texas
- National Association of Black Accountants (NABA)
- Office of Consumer Credit Commissioner
- Star of Texas Credit Union
- Texas AgriLife Extension Service – Travis County
- Texas Appleseed
- Texas Bankers Association
- Texas Department of Banking
- Texas Rio Grande Legal Aid, Inc.
- University Federal Credit Union
- Velocity Credit Union
- Wachovia
- Wells Fargo

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