



Commonwealth of Kentucky Public Protection Cabinet

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FOR IMMEDIATE RELEASE

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DFI Activities Promote Financial Literacy in April

Public events, class presentations, national financial literacy networking

FRANKFORT, Ky. (March 31, 2015) – To celebrate Gov. Steve Beshear’s proclamation that April is Financial Literacy Month, the Department of Financial Institutions (DFI) will host free public educational events and other activities.

“DFI believes strongly that financial literacy – the ability to manage financial resources effectively – is important for all ages,” said DFI Deputy Commissioner Marty Hammons. “That’s why our activities this April offer something for everyone in the Commonwealth, from elementary school presentations to adult learning workshops at libraries to a fraud prevention event for senior citizens.”

DFI is hosting several free presentations and workshops around the state to help Kentucky citizens maximize their money smarts. Presentations and take-home materials are designed to provide a basic understanding of financial concepts and prepare participants to make wise financial decisions and avoid fraud. Sign up for an event today.

March 31 - Clinton County Public Library, Albany – 4:30-6 p.m. CT – Learn about the red flags of financial fraud, the top five investment scams, and how to recognize and avoid scams. Then play Fraud Bingo for prizes and additional safety tips. Light refreshments will be served. For more information, call 606-387-5989.

April 8 - Louisville Free Public Library, Main Branch, Louisville – 6-7:30 p.m. ET – Hear tips on successful budgeting and basics of investing all in one workshop. Sign up in advance by emailing seth.cohen@lfpl.org or calling 502-574-1711. For more information, visit <http://www.lfpl.org/events/index.php?com=detail&eID=55319&year=2015&month=04>.

April 30 - Senior Scam Jam, Bowling Green – 9 a.m.-2 p.m. CT – Register today for an event that will cover various types of financial fraud and how to avoid falling victim. Taking place at the WKU Knicely Conference Center, it includes lunch and door prizes for the first 150 to register at <http://kfi.ky.gov/public/Pages/scam.aspx> or by calling 800-223-2579.

Other Activities

Throughout April in Frankfort - DFI staff members will visit elementary schools to teach students about saving. Students will hear a story called "Less Than Zero," learn how to use a number line, and have a conversation about money.

April 17 - AARP Tele-Town Hall – This invitation-only conference call will provide some general tips on avoiding financial fraud, as well as promoting the upcoming Senior Scam Jam event in Bowling Green.

April 22-23 - Washington, D.C. – DFI's Kelly May currently serves as president of the Kentucky Jump\$tart Coalition for Personal Financial Literacy®, a nonprofit group that promotes financial education for all ages statewide. As president, May will attend the national Jump\$tart state leaders meeting and general partners meeting, where she can network with other leaders in the field of financial literacy and bring home new ideas to implement in Kentucky.

"We want to help Kentucky consumers take informed action when managing their finances. That's the goal of DFI's educational outreach program," Commissioner Hammons said.

DFI, <http://kfi.ky.gov>, is an agency in the Public Protection Cabinet. For more than 100 years it has supervised the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.

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