



FOR IMMEDIATE RELEASE

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The Kentucky Council on Economic Education Announces

Life Fundamental\$ 2008 Financial Literacy Summit

The Kentucky Council on Economics Education (KCEE) announces the first Kentucky summit designed to advance financial education efforts in Kentucky's schools. Life Fundamental\$ will bring together business leaders, policy makers, administrators and educators to explore what is currently being done to improve financial literacy in Kentucky, what more can be done, and how everyone benefits from an increasingly strong economic and financially literate society. The Summit will be held in Louisville, Kentucky at the Marriott East Hotel on June 25-26, 2008. The registration fee is \$50 which includes the luncheon, working sessions and the reception. Additional details are on the KCEE website.

Dr. Robert Duvall, CEO/President of National Council on Economic Education and appointee to President Bush's Advisory Council on Financial Literacy, will provide a national perspective on financial literacy as the keynote speaker for the luncheon on Wednesday, the 25th. Other scheduled presenters that day will include: Dr. Jon Draud, State Education Commissioner, Michael Childress, KY Long-Term Policy Research Center and Todd Hollenbach, KY State Treasurer. The program will also include panel presentations of model business-sponsored financial education programs currently underway in Kentucky schools. Attendees will participate in a roundtable exchange of ideas, as well as sessions geared specifically for educators.

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The Wednesday session will end with a wine reception with special guests and speakers. Thursday's events are focused on professional development for educators and a recognition luncheon for schools and students for successful implementation of in-school personal finance programs.

Maria G. Hampton, Senior Branch Executive, Federal Reserve Bank of St. Louis- Louisville Branch and KCEE Board Chair says, "KCEE educates teachers because an investment in professional development, classroom materials and student programming pays the greatest dividend. Our state's economic future depends on education and KCEE is leading the way with economic and personal finance."

KCEE was designated a recipient of a U.S. Department of Education grant through the Excellence in Economic Education program to conduct this innovative summit.

Registered educators may attend the Life Fundamental\$ program for both days at no charge. The events' partners are the St. Louis Federal Reserve Bank-Louisville Branch, the Kentucky Office of Financial Institutions and Kentucky JumpStart Coalition. Corporate sponsors will underwrite the cost of educators' attendance.

Program details and list of speakers is available on the KCEE website. To learn more about Life Fundamental\$ 2008 Financial Literacy Summit, go to www.econ.org or call 502-267-3570.

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The Kentucky Council on Economic Education (KCEE) is a 33-year-old statewide, not-for-profit organization. KCEE and its network of centers provide economic and financial literacy education materials and training opportunities for teachers and other constituents who teach young people. By helping schools integrate the teaching of economics and personal finance across the curriculum, KCEE is helping to prepare students to become effective workers, wise consumers, savers, investors, and voting citizens.