



NATIONAL FOUNDATION FOR
CREDIT COUNSELING

*Knowing the difference can
make all the difference.*

NFCC PRESS RELEASE

For Immediate Release

April 7, 2009

Contact:

Gail Cunningham

(940) 691-6322 - direct

(240) 672-2700 - cell

gcunningham@nfcc.org

TEENAGER HAS FINANCIAL WISDOM MANY ADULTS LONG FOR

NFCC Poster Contest Winner Models Parents' Attitudes toward Money

Silver Spring, MD – Some people might not think there's much to be learned from today's teenagers. After all, the image we're given is of someone consumed with hip-hop music, involved with non-stop Tweeting, and no goals beyond figuring out what they're wearing next Saturday night.

Meet Leah Ellyson, an 11th grader from a small town in West Virginia who has big dreams and is doing what it takes to achieve them. Leah is the winner of the National Foundation for Credit Counseling's (NFCC) 2009 Financial Literacy Poster Contest, and as a part of her prize, just completed a whirlwind trip to Washington, DC which included receiving a \$500 savings bond, touring the US Bureau of Engraving and Printing, and a meeting with Federal Reserve Chairman, Ben Bernanke.

The talented and poised Ms. Ellyson wowed the financially sophisticated audience with her remarks at the annual Jump\$tart Coalition Awards Dinner on April 1 where the NFCC presented her with the annual award.

Giving the credit to her parent's example, Ellyson began her speech by saying, "When I sat down and thought about financial responsibility and what it meant to me, I didn't have to look any further than my parents. They have taught me a lot about financial responsibility over the years. This summer, I got my first job at McDonalds. I could have easily spent my paychecks in one afternoon at the mall if I hadn't been encouraged to *pay myself first*."

Reflecting further on what she's learned through her parent's example, Leah continued with, "For years, my parents have *set a budget* for our family and we have lived within it. I see that they *never spend more than they make*, and they always stress to me that they only *use credit cards as a convenience*. The basic outline on my poster follows the common sense rules that they have modeled for me."

The purpose of the contest is to introduce young people to the concept of financial literacy, and allow them to express their understanding of it through art. This year, more than 4,000 posters were received illustrating the theme of "I'm going to be a millionaire because I..." A panel of judges found Leah's poster to be not only artistically creative, but also practical in that it defined the path to achieving the millionaire status by thoughtfully illustrating achievable goals to success.

- more -

“Leah sets a fine example for us all, and is well on the road to a lifetime of financial stability. All she has to do is follow her own advice to save, use credit wisely, have a diversified investment plan and spend less than she makes,” said Gail Cunningham, spokesperson for the NFCC.

If you need help smoothing out your financial path, contact the NFCC Member Agency closest to you by calling (800) 388-2227, or online at www.DebtAdvice.org. For assistance in Spanish, dial (800) 682-9832.

For more information about the NFCC’s Financial Literacy Poster Contest or to view Leah’s full remarks go to www.MoneyWisePosterContest.org. For an electronic image of Leah’s poster, please contact Gail Cunningham at gcunningham@nfcc.org.

- 30 -

The National Foundation for Credit Counseling (NFCC), founded in 1951, is the nation’s largest and longest serving national nonprofit credit counseling organization. The NFCC’s mission is to promote the national agenda for financially responsible behavior and build capacity for its members to deliver the highest quality financial education and counseling services. NFCC Members annually help close to three million consumers through 850 community-based offices nationwide. For free and affordable confidential advice through a reputable NFCC Member, call 1-800-388-2227, (en Español 1-800-682-9832) or visit www.nfcc.org.