

## **UNIVERSITY OF LOUISVILLE IS EDUCATING STUDENTS ON PERSONAL FINANCE WITH NEFE'S HELP**

*New Online Resource Offers Relevant Information*

University of Louisville with help from CashCourse, an online resource from the National Endowment for Financial Education® (NEFE®) — is taking a proactive approach to its students' financial education. The university was one of the first to sign up for CashCourse, an unbiased and noncommercial financial education solution for students. Since the CashCourse pilot launch in fall 2007, 208 schools across the country have signed up to use CashCourse.

Living away from the guidance of their parents during college is often a time when many students make unwise financial decisions due to lack of knowledge. They are confronted with easy access to credit cards, and spending decisions that go far beyond tuition, housing and food, including items such as spring break travel, fraternities and sororities, and the temptations of alcohol and gambling. Students also need financial tools for their transition to adulthood, including saving, investing, taxes and evaluating the financial aspects of job offers. Increasing concern over this issue has led to the joint effort between NEFE and universities to fill in the missing gaps of financial knowledge that many college students have.

“CashCourse offers a reliable resource to help young adults develop financial knowhow,” said Ted Beck, president and CEO of the Colorado-based National Endowment for Financial Education. “Through attention to the needs of today’s college students, this program will help young adults gain the financial savvy necessary for the real world.”

Other schools using CashCourse include the College of William and Mary, Michigan State University Alumni Association, Northwestern University, Penn State University, Purdue University, Rutgers University, The Ohio State University, University of Iowa, and University of Wisconsin Alumni Association.

“Based on our research, there are no other free, unaffiliated sites as comprehensive as ours,” explained Amy Bleakney Hartenstine, project manager for CashCourse. “It’s one of a kind.”

Visit the University of Louisville Cash Course website, <http://www.cashcourse.org/uofl/Default.aspx> to start your financial education today.

NEFE® is a nonprofit foundation dedicated to helping all Americans acquire the knowledge and skills necessary to take control of their financial destiny.