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**STATE OF VERMONT**  
**OFFICE OF THE STATE TREASURER**

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## Teach Children the Value of Saving

MONTPELIER, Vt.—From penny jars to opening that first savings account—most adults can recall early experiences that taught them the value of saving money. Now, sponsors of an annual statewide financial literacy poster contest hope parents and teachers will take advantage of this year's theme and talk with Vermont youth about saving money. The theme for the 2011 Be Money Wi\$e Financial Literacy Poster Competition is "Be a \$uperhero! \$ave Money!."

"This is the fourth year we have sponsored this statewide competition as a way to encourage discussions between adults and children about personal finance," said State Treasurer Beth Pearce. "National studies continue to point to the importance of parents teaching their children how to manage money. Activities like this contest provide a tool adults can use to engage children in exploring ideas such as setting goals, earning money, spending money wisely, using credit, and saving."

The 2011 National Financial Literacy Poster Competition is sponsored in Vermont by the State Treasurer's Office, Consumer Credit Counseling Service of New Hampshire and Vermont, and the Vermont Bankers Association. The national contest is sponsored by the National Foundation for Credit Counseling.

The contest features three grade categories: elementary, 3rd-5th grades; middle school, 6th-9th grades; and high school, 10th-12th grades. Each grade category winner receives a \$100 U.S. savings bond and their schools a \$100 cash award in recognition of their support of financial literacy. The prizes are donated by the Vermont Bankers Association.

The deadline for poster submissions to the Treasurer's Office is February 14, 2011. Winners will be recognized at a State House ceremony on April 14.

If a Vermont poster is selected as a national contest winner, the student and a family member will be flown by the NFCC to Washington, DC later in April where they will be presented with a \$500 U.S. savings bond in recognition of Financial Literacy for Youth Month.

Posters must be on white paper stock and between 8 ½ " by 11" or 11" by 17" inches in size. Vermont entries may be sent to the Treasurer's Office, Attention Poster Competition, 109 State Street, Montpelier, Vermont 05609. Complete contest details are available on the Treasurer's Office web site, financial literacy main page. Go to [www.MoneyEd.Vermont.gov](http://www.MoneyEd.Vermont.gov) to view the contest rules.

Questions about the competition may be directed to the State Treasurer's Office at 1-800-642-3191 or via e-mail at [Treasurers.Office@state.vt.us](mailto:Treasurers.Office@state.vt.us).