**MEDIA CONTACT:**

Your Name

Your Phone Number

Your Email Address

**FOR IMMEDIATE RELEASE**

**(Name of College/University) Students Have an Opportunity to Win Big**

**By Playing Money Smart GeoCache for College Cash**

(Today’s Date) – In conjunction with Money Smart Week®, (name of college/university) will host the 2018 Money Smart GeoCache for College Cash event on campus on (day and date of event.)

This campus event uses mobile technology to transform the teaching of financial education. Geocaching has become a popular group scavenger hunt activity across the globe. Money Smart Week has adopted the concept as a fun activity for teaching financial literacy to students on college campuses.

Students locate 7 posters displayed on campus. Each poster informs them of one of 7 important money management skills specifically targeted to college students. Topics range from understanding paychecks and student loans, to important information on debit cards and identity theft.

After students read the educational information provided on the posters, they scan a QR code to find quiz questions pertaining to the topics on each poster. For each correct answer, participants receive points toward the contest.

“During the Money Smart GeoCache for College Cash event we have lots of prizes for student participants” explains (name of campus staff host), (title of campus staff host.) “Participants will receive (freebie detail, if applicable) provided by (sponsor name, if applicable.) In addition, (college/university name) will be handing out (item description)” stated (last name of campus staff host). Also, the (name of another sponsor) is providing a (description of prize) for a winning student from (school? state?)

All Money Smart GeoCache for College Cash participants are entered into a national contest. One lucky student will win a $500 grand prize from (national sponsor name), the national sponsor of this program.

*Created by the Federal Reserve Bank of Chicago in 2002, Money Smart Week® is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of thousands of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. Programming is offered to all demographics and income levels and covers all facets of personal finance. Partnering organizations will host their events April 4 - 11, 2019. For more information about Money Smart Week events in your community, visit* [*www.moneysmartweek.org*](http://www.moneysmartweek.org)*.*

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