**Sample Press Release**

MEDIA CONTACT:

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FOR IMMEDIATE RELEASE

**Adulting 101: Be Money Smart!**

(Today’s date) – Everyone has those days when “adulting” is just too hard. (Event host name here) wants to help you out with at least one area of those responsibilities -- finances.

Money Smart: Adulting 101 is an easy, low-stress game offered during Money Smart Week®. The event will take place at (name and address of location) on (day of week and date) from (time).

Come by any time during that window to see if you can ace a quiz question about your money. Even better, learn about what other free resources are available to you as part of the (your location) community. (Include some specifics about what resources are available to students -- campus credit union, financial education office, financial aid office, etc.)

“Many students are intimidated by their finances and might prefer the ‘ignorance is bliss’ approach. But we can help make managing your money less scary,” said (title and name of appropriate contact.) “No shame, no blame, just helpful tools.”

April 4 - April 11, 2020 is Money Smart Week®, a week of free, educational events for everyone – with no sales pitches – designed to help kids, teens and adults better manage their money.

*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 - April 11, 2020. For more information about Money Smart Week events in your community visit* [*www.moneysmartweek.org*](http://www.moneysmartweek.org/).

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