



For Immediate Release

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Essay Contest Rewards Students for Financial Planning

AUSTIN, Texas – March 24, 2011—Creative thinking about how to finance their college education could lead to a big payout for some local middle and high school students. Students can demonstrate their financial know-how by entering the \$mart Kid Essay Contest now through April 11.

As part of Financial Fitness Greater Austin (FFGA), an initiative of United Way Capital Area, the contest is designed to educate students and their families about budgeting, financial planning and personal finance.

To participate, students will write an essay describing how they and their family can pay for college when currently monthly bills consume all their income. The 500-word essays from high-school students and 300-word entries from middle-school students must be mailed in and received by April 11. Students must also submit an application form and recommendation from a teacher. The contest is open to any student in the Austin area grades 6 through 12. Additional details and an application are available at www.financialfitnessaustin.org/games.php

Judges will interview the finalists on April 15 and then select two winners each in the middle school and high school categories. Underwritten by Capital One Bank, winners in the middle school category will receive \$1500 for first place and \$500 for second; and high school students, \$4500 for first and \$3000 for second place. The money will be deposited in a savings account in the student's name. Winners also will be recognized at the annual Junior Achievement Central Texas Business in Action luncheon on April 20.

Financial Fitness Greater Austin works to increase the number of individuals who obtain financial education in Central Texas. For more information about the contest, workshops and other services offered by FFGA, please visit www.FinancialFitnessAustin.org.

About United Way Capital Area

United Way Capital Area is working hard to advance the common good by focusing on three key areas: education, income and health – the building blocks for a good life. UWCA works to create measurable change that prevent problems from happening in the first place and that empowers people to improve the quality of life for themselves and others. Our vision for Central Texas is a community where all individuals and families achieve their human potential through education, income and healthy lives. For more information, please visit www.unitedwaycapitalarea.org.

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