

FOR IMMEDIATE RELEASE
September 21, 2005

Dollar Wi\$e Initiative to Boost Financial Literacy

LOUISVILLE (September 22, 2005) – Mayor Jerry Abramson today announced Louisville is hosting a series of workshops to help boost financial literacy.

The effort is part of the U.S. Conference of Mayor's Dollar Wi\$e campaign: encouraging people to take advantage of programs in communities across the country that provide information about home ownership, household budgets and banking.

"Financial literacy and education can people break the cycle of poverty and begin climbing a ladder of hope and financial stability," said Abramson. "In our hometown there are always opportunities for residents to learn about building assets, instead of building debt."

The city is highlighting several events, organized by its public and private partners, which will take place during the week of September 26 – October 1, 2005.

Tuesday, September 27

Financial Fitness for Life – 3:30 p.m., Seven Counties Inc. Pathfinders After-School Camp, 4157 Roosevelt Ave. Kentucky Council on Economic Education workshop for teens affiliated with the Seven Counties Youth Services / KY Impact Program. Young adults will learn about making good money-management decisions. Teens will receive information about the pros and cons of spending versus saving. Funding is provided by a grant from CHA Health.

College Prep Course for High School-Aged Immigrants and Refugees – 4:15 p.m., Main Branch of the Louisville Free Public Library, 301 York Street. The Jewish Family Vocational Center is offering a college-planning class for high school students who are immigrants and refugees. Teens will learn how to seek financial assistance for education. Instructors will give students information about taking standardized tests and college registration.

Your Own Home – 6:30 p.m., O'Connor Learning Center, 5809 Russet Place. This free educational opportunity is part of the Newburg Financial Empowerment Initiative to support the mayor's neighborhood revitalization strategy. It is presented by New Directions Housing Corporation and National City Bank. Attendees will have an opportunity to learn about the challenges and advantages of home ownership.

Wednesday, September 28

Grand Opening of Junior Achievement's Chase Finance Park – 11 a.m., Junior Achievement, 401 W. Muhammad Ali Blvd. The mayor and representatives from Junior Achievement and Chase Kentucky will officially open the center's new Chase Finance Park. Eighth-grade students from around Kentucky and Indiana receive assigned "jobs" in the venue, and each student must make personal finance decisions based on that income. Participants develop a realistic understanding of the economic issues they will face when entering the workforce.

Smart Borrowing – 6 p.m., Price Elementary School, 5001 Garden Green Way. This is another free workshop offered by New Directions Housing Corporation and PNC Bank. Participants will have a chance to learn about credit scoring and how lenders rate loan applications.

Thursday, September 29

Introduction to Banking – 6 p.m., Main Branch of the Louisville Free Public Library, 301 York Street. The Center for Women and Families is sponsoring a free workshop to educate residents about the basics of banking. Participants will learn how to utilize mainstream financial services as asset-building opportunities. There will also be discussion about how to build a savings plan - regardless of income.

Saturday, October 1

Yes U Can Own a Home – 9 a.m., Louisville Urban League, 1535 West Broadway. Prospective buyers will learn what's needed for to apply for a loan and purchase a home. Admission to the workshop is free. The event is sponsored by the Louisville Urban League and the Kentucky Housing Corporation. Registration is recommended by calling (502) 561-6830.

For more information about the workshops or Dollar Wi\$e week, please contact MetroCall at 311 or log on to the city's website at www.loukymetro.org.

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