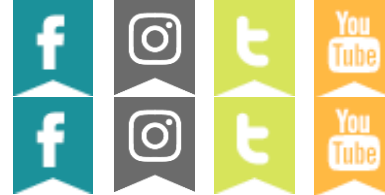




LifeSmarts

Learn it. Live it.



Competition over? There are plenty of ways to stay involved in LifeSmarts!

Many state champions have already been named, and we will soon know all of the teams that will be competing for the 2020 and 2021 National LifeSmarts Championship titles. [Find out more about the 2020 / 2021 double National LifeSmarts Championship](#) here. Even if your team is done competing this year, there are still ways for you to stay involved and win with LifeSmarts!

Nominate a stand-out student for the Sarah Weinberg LifeSmarts Memorial Scholarship

The staff of the National Consumers League established the [Sarah Weinberg LifeSmarts Memorial Scholarship](#) to honor our colleague who passed away tragically in 2016. This scholarship commemorates the considerable contributions Sarah made to the League, the LifeSmarts program, and to the greater community through her passion for volunteer service. This \$500 scholarship will be awarded to a senior LifeSmarts participant who demonstrates a commitment to volunteer community service like Sarah did. Scholarship applications are due March 12. One \$500 scholarship will be awarded. [Nominate a student here](#).

Coach end-of-year survey: Win an Amazon gift card!

We want to keep improving the LifeSmarts experience for our coaches. [Please take five minutes to complete the end-of-year coach survey](#). All coaches who submit their name, email, and a quote about LifeSmarts in the survey will be entered to win one of three \$25 Amazon gift cards! Deadline to complete the survey is April 30, 2021.

Gen Z Consumers

2021 is predicted to be the year of Gen Z. But waho exactly is Gen Z? Gen Z refers to those born between 1996 and 2010. They are in their teens and early twenties, represent about 25 percent of the population, and enjoy purchasing power of about \$143 billion in the US. These consumers know that they can't blindly believe what they read online and they seek out reputable sources for their news. They also use their phones and social media to communicate with friends in lieu of face-to-face interaction, even pre-pandemic. They are the largest adopters of social networks, leading in use of Snapchat, Tiktok, and Instagram. Gen Z users are scrolling daily, viewing content, and communicating with their peers. Sustainability, diversity and inclusion are issues important to these young consumers and workers. (Argyle, 2021). It is clear that LifeSmarts continues to be relevant and important as we educate Gen Z and build the next generation of smart consumers!

Dates to remember

March 1: **Varsity Wild Card Bid Applications Due**

March 1: **Online Registration Due for 2020 Teams competing in the National LifeSmarts Championship**

March 12: **Sarah Weinberg LifeSmarts Memorial Scholarship nominations due**

March 15: **Online Registration Due for 2021 Teams competing in the National LifeSmarts Championship**

March 15-31: **National LifeSmarts Championship Competition 2 - Online Individual Topic Assessments**

March 17: **National LifeSmarts Championship Coach Zoom, 5:00 PM EST**

March 23: **National LifeSmarts Championship Coach Zoom, 3:00 PM EST**

March 31: **National LifeSmarts Championship Competition 1: OTC Medicine Safety Infographics due**

April 12: **National LifeSmarts Championship OTC Medicine Safety Scholarship Applications due**

April 17-19: **Virtual 2020 and 2021 National LifeSmarts Championship**

April 30: **Coach End-of-Year Surveys due**

Don't forget to follow us on [Twitter](#) (@LifeSmarts_org), [Instagram](#) (@LifeSmarts_org), and [Facebook](#), and be sure to read our weekly TeachSmarts every Tuesday for additional updates.

Have a great month!

--The LifeSmarts Team

LifeSmarts: Learn it, Live it!

