**SAMPLE RELEASE ANNOUNCING SEASON LAUNCH**

*LifeSmarts launches 2022-2023 season*

*Millions of student leaders have gained real-world knowledge through the program*

Washington, DC–Today marks the official launch of the 2022-2023 2020 season of LifeSmarts, with a new competition going live at https://LifeSmarts.org. LifeSmarts, a program of the National Consumers League (NCL), is a national scholarship competition and educational program for middle-school and high-school students that tests knowledge of real-life consumer issues and is helping to create a future generation of consumer-savvy adults.

“We are very excited to launch this season of LifeSmarts,” said national Program Director Lisa Hertzberg. “For more than 29 years, LifeSmarts has given students the skills they need to succeed as adults. We’ve seen more than 2 million students gain knowledge, confidence, leadership capabilities, and team-building skills. The competition is fun, and the impact of LifeSmarts is life-long.”

LifeSmarts focuses on five main content areas:

* consumer rights & responsibilities
* personal finance
* technology  & workforce preparation
* health & safety
* and environment

Students are quizzed on their knowledge of these subject areas during online competition. Top-performing teams then advance to statewide competitions, and state champion teams as well as several wildcard teams advance to the national championship held each year in a different American city. The 2023 National LifeSmarts Championship will take place in the Cincinnati, Ohio, April 27-30, 2023. Winning team members receive scholarships and other prizes.

Last year, students answered more than 3.5 million consumer questions about credit reports, recycling, nutrition, social media, state lemon laws, and everything in between. In April, the LifeSmarts state champion team from Barrington, Rhode Island, took home top honors at the 28th annual event in Washington, DC.

In addition to online, state, and national competitions, LifeSmarts recognition and awards occur throughout the program year:

* Teams of students vie for cash prizes in the online TeamSmarts quiz, which focuses on a specific LifeSmarts content area each month from September through February.
* Classroom mentor programs: Scholarships are awarded to winning LifeSmarts students who mentor others in OTC medicine safety.
* Partnering with FBLA (Future Business Leaders of America), 4-H, FCCLA (Family, Career, and Community Leaders of America), SkillsUSA, and TSA (Technology Student Association), LifeSmarts complements these organizations’ projects, judging events, competitive events, and activities. LifeSmarts offers special opportunities for members of these student leadership organizations.
* Thanks to a partnership with Meta, high school LifeSmarts participants have the opportunity to educate parents about online safety.
* NortonLifeLock will support new teams from new areas to attend the National LifeSmarts Championship.
* . Students will learn about the dangers of counterfeit products from the UL “Be Safe, Buy Real” educational website and poster competitions.
* Students will learn about laundry and clothing care thanks to a new partnership with Tide

LifeSmarts is active in all states and the District of Columbia, where NCL is headquartered.

“We are proud of the impact LifeSmarts has made in its 29+ years of educating teens, and we are excited to continue to grow the LifeSmarts program, to educate students about financial literacy, and to create a new generation of savvy, market-ready consumers and workers,” said NCL Executive Director Sally Greenberg. “Too often traditional high school curriculum fails to teach students vital information that will be crucial once students go to college, get their first job, or move out of their parents’ house.”

In addition to hosting the official LifeSmarts competition, LifeSmarts.org provides resources for educators to supplement existing lesson plans. These include daily quizzes, educational videos, focused lesson plans and study guides, and scholarship opportunities. LifeSmarts lessons closely align with courses taught in family and consumer sciences, business, technology, health, and vocational education. Math and English teachers have also had success with LifeSmarts, as have homeschool and community educators.

Major LifeSmarts contributors include: Johnson & Johnson, Underwriters Laboratories (UL), Amazon, AARP, American Express, Tide, Intuit, WSECU, FICO, Discover, Toyota Financial Education, Sears Consumer Protection and Education Fund and a number of state and local sponsors.

Visit LifeSmarts.org for more information.

*LifeSmarts: Learn it. Live it.*

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About LifeSmarts

LifeSmarts is a program of the National Consumers League. State coordinators run the programs on a volunteer basis. For more information, visit: LifeSmarts.org, email lifesmarts@nclnet.org, or call the National Consumers League’s communications department at (202) 835-3323.

The National Consumers League, founded in 1899, is America's pioneer consumer organization. Our mission is to protect and promote social and economic justice for consumers and workers in the United States and abroad. For more information, visit [www.nclnet.org](http://www.nclnet.org/undefined/).

LOGO HERE *optional*)

**Media Advisory**

For Immediate Release

Date

CONTACT INFORMATION

(Headline): **Consumer Savvy Teams Compete to Represent <State> in 2023 National LifeSmarts Championship**

(Subhead): *State Championship Event Hosted by <Coordinator> DATE*

What:            <State> LifeSmarts State Championship

LifeSmarts, a program of the National Consumers League, is a consumer education competition that tests teens in grades 9-12 – Varsity competition level (and grades 6-8 – Junior Varsity) about personal finance, health & safety, the environment, technology & workforce development, and consumer rights & responsibilities.

The winner of the <State> Varsity competition will advance to the LifeSmarts National Championship to be held Cincinnati, Ohio, April 27-30, 2023.

Where:        City Civic Center or online

      123 Main Street

When:        February 20 at 10am

Who:            Iowa high school students, grade 9-12 (and middle school students grades 6-8)

Why:           Teens are consumers.  With an average of $2,000 a year to spend, teens have a considerable amount of spending power, both in terms of independent purchases and influence over the family spending. LifeSmarts teaches teens the real-life skills they need to be successful both now and in the future.

PROVIDE EXTRA INFORMATION HERE – WHO IS COORDINATING THE PROGRAM FOR YOUR STATE, HOW LONG HAVE THEY BEEN DOING SO, HOW MANY TEAMS ARE EXPECTED TO VIE FOR THE STATE TITLE, ETC.

 *LifeSmarts is a program of the National Consumers League. State coordinators implement the program locally. For more information, visit: www.lifesmarts.org  or* *email lifesmarts@nclnet.org**.*

*The National Consumers League, founded in 1899, is America’s pioneer consumer organization. NCL’s mission is to protect and promote social and economic justice for consumers and workers in the United States and abroad. For more information about NCL, visit www.nclnet.org or email**media@nclnet.org**.*

*MAY REPLACE WITH ORGANIZATION’S BOILERPLATE*

(LOGO HERE *optional*)

**Media Release**

For Immediate Release

Date

CONTACT INFORMATION

(Headline): **Teens from <High School, Club, Organization> Take <State> State LifeSmarts Title**

(Subhead): *Champs to Compete in National Championship*

**CITY, ST**—**NAME OF SCHOOL, CLUB, ORGANIZATION** beat out **XX** teams and captured the **STATE**State LifeSmarts Championship by successfully fielding questions about real-life marketplace issues at **LOCATION** on **DATE OF STATE COMPETITION**.

LifeSmarts, a consumer education competition that challenges teens in grades 6-8 (Junior Varsity) and 9-12 (Varsity) about personal finance, health & safety, the environment, technology & workforce development, and consumer rights & responsibilities, is a program of the National Consumers League. In **STATE**, **NAME OF COORDINATOR**, of  **ORGANIZATION / AFFILIATION** runs the program.

Teens from across the state first competed online for a chance to advance to the in-person state finals held **ADD DATE AND PLACE HERE**. State Varsity Champion, **NAME OF TEAM,** have qualified for the 2023 National LifeSmarts Championship to be held in Cincinnati, Ohio, April 27-30, 2023.

“LifeSmarts participants in **STATE**have gained many of the consumer ‘smarts’ they’ll need to make it in the real world,” said **STATE COORDINATOR NAME AND AGENCY OR ORGANIZATION**. “We’re proud to have **NAME OF TEAM**represent us in the National LifeSmarts Championship.”

Other teams participating in the state finals included **ADD NAMES AND PLACES HERE.**

“LifeSmarts participants win by learning to avoid common consumer pitfalls and scams, navigate the government, prepare for their financial futures, and so much more,” said Lisa Hertzberg, Program Director of the National LifeSmarts Program.

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