**NATIONAL CONSUMERS LEAGUE PRESS RELEASE**
 **Teens from [school or program name here] take 2023 [state/program] LifeSmarts title**

*Students to travel to Cincinnati to compete in the 2023 National LifeSmarts Championship*

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Washington, DC—The student team from **[school or program name here]** in **[name of state]**will now travel to Cincinnati, Ohio this week to compete for the 2023 LifeSmarts national title.

**LifeSmarts**, a consumer education competition that challenges teens in grades 6-8 and 9-12 about personal finance, health & safety, the environment, technology & workforce preparation, and consumer rights & responsibilities, is a program of the **National Consumers League** (NCL).

With the **[date of competition]** competition win, the team qualified for the national **LifeSmarts** event to be held April 27-30 in Cincinnati where **42** teams will gather to compete.

“We are so pleased to have so many outstanding high school student teams this year for our National **LifeSmarts** Championship! We are looking forward to welcoming these exceptional students to compete amongst the best of the best in the nation.” said **LifeSmarts** Program Director, **Lisa Hertzberg.**

The winning team is coached by **[coach name here]**. Students include: **[team member names here]**.

In 29 years, **LifeSmarts** has educated more than 1.5 million students about core consumer topics, helped students develop critical thinking skills, and provided leadership opportunities. **LifeSmarts** students also give back through a variety of community service projects.

“**LifeSmarts** participants are able to learn about consumer topics such as the tell-tale signs of fraud, OTC medicine safety, their credit scores, and much more. Too often, traditional high school curriculum fails to teach students vital information to become successful adults, and **LifeSmarts** helps to close that gap” said **Sally Greenberg**, CEO of NCL, a Washington, DC-based national nonprofit watchdog organization.

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**About LifeSmarts**

**LifeSmarts** is a program of the **National Consumers League**. State coordinators implement the program locally. For more information, visit: LifeSmarts.org, 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. NCL is a private, nonprofit membership organization. For more information about NCL, visit [nclnet.org](http://www.nclnet.org)