NATIONAL CONSUMERS LEAGUE PRESS RELEASE  
 **Teens from [school or program name here] take 2024 [state/wild card] LifeSmarts title**

*Students to travel to San Diego to compete in the 2024 National LifeSmarts Championship*

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Media contact: National Consumers League – Melody Marin, [melodym@nclnet.org](mailto:melodym@nclnet.org),

Washington, DC —The student team from **[school, club or program name here]** in **[name of state]**will now travel to San Diego this week to compete for the 2024 LifeSmarts Varsity team national title.

**LifeSmarts**, a consumer education and life skills competition that challenges teens in grades 6-8 (Junior Varsity) and 9-12 (Varsity) 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 30th National **LifeSmarts** Championship to be held April 18 -21 in San Diego where **\_\_\_\_ (#)** 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 30 years, **LifeSmarts** has educated more than 1.7 million students about core consumer topics, helped students develop critical thinking skills, and provided state and national 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](https://LifeSmarts.org) and email [lifesmarts@nclnet.org](mailto: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).