



PRESS RELEASE

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LifeSmarts Program Expands Reach to Middle School Students

Formerly Exclusive to Grades 9-12, National Youth Education Competition Adds 'Junior Varsity'

Washington, D.C.—Today the National Consumers League announced an exciting expansion of the LifeSmarts consumer education competition: the creation of “Junior Varsity,” a new element of the academic competition that will bring the program into hundreds of middle school classrooms. Working with teachers and other adult mentors, students will form teams and compete online. Mirroring the high school program, eight states will host in-person state championships for their top-scoring Internet teams in early 2008.

LifeSmarts is an educational competition sponsored by the National Consumers League, testing students on real-life consumer issues as they are on the verge of entering the marketplace. Topic areas include personal finance, consumer rights and responsibilities, health and safety, technology, and the environment.

Thanks to a grant from American Century Investments, the Junior Varsity Title Sponsor and Exclusive Financial Services Sponsor for the middle school level of the program, NCL has formalized the Junior Varsity program following a successful three-year pilot conducted with middle school LifeSmarts teams. The Junior Varsity site allows LifeSmarts to tailor the questions answered by 6-8 grade students and allows them to compete against other middle school teams from their states.

“We’re thrilled to announce this expansion to our LifeSmarts program,” said NCL President Linda Golodner, whose Washington, D.C.-based nonprofit runs the 14-year-old program year-round.

“Advertisers certainly recognize that middle school students are active participants in the marketplace, so it’s about time our LifeSmarts participants’ younger brothers and sisters are exposed to the valuable information gained through the program.”

Middle school coaches and students can test-drive the new site now through the end of the school year, and the 2007-2008 program-year will kick off next September.

About the National Consumers League and LifeSmarts

The [National Consumers League](http://www.nclnet.org), 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.

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

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