



PRESS RELEASE
September 17, 2007
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LifeSmarts Kick-off Showcases Innovative Online Resources

National Youth Consumer Education Program Launches New Web site Featuring Technology Lab

Washington, D.C.—The National Consumers League announced the start of the 2007-2008 LifeSmarts program year today, with a brand new Web site, www.lifesmarts.org, and a variety of new resources for state coordinators, mentors, and youth. LifeSmarts is an educational competition that tests middle school and high school students nationwide on real-life consumer issues through online quizzes and live contests.

“We’re thrilled with the new site, and we are excited to share it with the growing number of students and educators who are involved in LifeSmarts,” said Lisa Hertzberg, Director of the NCL-run program. “The Web site provides easy-to-use tools to engage students’ curiosity and teach them about day-to-day consumer challenges they can expect to encounter.”

As part of the new Web site, NCL is launching the Tech Lab, which features 18 comprehensive new lessons on technology issues including: e-commerce, VoIP, privacy and security, and consumer rights in the digital age. The Tech Lab presents students with the opportunity to explore topics independently and gives educators lessons and resources to reinforce student learning. A grant from the Verizon Foundation made possible the new Web site and technology content, which are now available to thousands of students, educators, and mentors nationwide.

“Lifesmarts’ Tech Lab provides students with a valuable resource to help them become confident participants in the 21st century economy,” said Verizon Foundation President Patrick Gaston. “At Verizon, we believe technology is the key to making valuable educational experiences available to all and are proud to support this valuable program.”

Each year, thousands of students answer more than a million questions on consumer-oriented issues ranging from personal finance and health and safety to the environment, technology, and consumer rights and responsibilities. The competition begins online at the state level, where student teams, coached by teachers and other adult mentors, are quizzed on various issues. Winners emerge to represent their states at nationals, to be held in Minneapolis, MN. April 12-15, 2008.

For more information visit www.lifesmarts.org. To take a sample LifeSmarts quiz visit <http://start.lifesmarts.org/> and click on "Daily Quiz."

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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