FOR IMMEDIATE RELEASE

MILWAUKEE – MEDIA ADVISORY
ATTENTION: NEWS, ASSIGNMENT AND PHOTO EDITORS

TWO METRO AREA HIGH SCHOOLS TO VIE
IN WISCONSIN CONSUMER COMPETITION

WHAT: Two Milwaukee area schools are among just eight high schools in the state with teams selected to compete for the 2007 Wisconsin LifeSmarts champion title.

Nineteen teams initially qualified to compete as the top scorers in Wisconsin’s online competition (Sept. 18, 2006 to Feb. 2, 2007). The Wisconsin champion will then compete in the national LifeSmarts competition in Orlando, April 21-24, 2007.

WHEN: 9 a.m.-3:30 p.m., Fri., Feb. 23, 2007

WHERE: University of Wisconsin-Milwaukee School of Continuing Education, 161 W. Wisconsin Ave (check in on sixth floor).

WHO: A team from Rufus King High School, a former national champion, and a team from Brown Deer High School will compete against the 2006 State Championship team from Oconto High School as well as teams representing the following high schools: Park Falls, Parkview Charter, Orfordville; Royall, Elroy; Pioneer Westfield, and Winneconne.

WHY: Teens develop consumer and marketplace knowledge in a fun and challenging way that rewards them for this knowledge. LifeSmarts competitions are run in a game show style in a college bowl format. Teens from throughout the country who are in 9th through 12th grades are eligible to compete. The competition is sponsored by the National Consumers league (NCL) and the Center for Consumer Affairs of the UWM School of Continuing Education.

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