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 high schools are among a select seven in the state with teams that will compete for the 2008 Wisconsin LifeSmarts champion title this Friday. Bill Wilcox, president of CBM Credit Education Foundation, is the quiz master.

LifeSmarts, a program of the National Consumers League, is a consumer education competition that tests teens in grades 9-12 about personal finance, health and safety, the environment, technology and consumer rights and responsibilities. For more information, visit: www.lifesmarts.org

The Wisconsin champion will then compete in the national LifeSmarts competition in Minneapolis, April 12-15, 2008.

WHEN: 9 a.m.-3:30 p.m., Fri., Feb. 22, 2008

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 2007 (and 2006) State Championship team from Oconto High School as well as teams representing the following high schools: Royall, Pioneer Westfield, Winneconne and Potosi.

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. The competition is sponsored by the National Consumers League (NCL) and the Center for Consumer Affairs of the UWM School of Continuing Education. Underwriters are CBM Credit Education Foundation and Assurant Health Foundation.

For more information, call or email: Cecilia Lewandowski at 414-227-3250 or celia@uwm.edu

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