FOR IMMEDIATE RELEASE

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Attention: News, Assignment and Photo Editors

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Brown Deer High School team to vie in state consumer competition

What: Brown Deer High School is among several state teams competing for the 2011 Wisconsin LifeSmarts championship title. Bill Wilcox, president of CBM Credit Education Foundation, is the quiz master.

The National Consumer League's LifeSmarts program 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. The top online scoring teams were invited to compete in the state competition. For more information, visit: www.lifesmarts.org

The Wisconsin champion will then compete in the national LifeSmarts competition in Los Angeles, California, Sat., April 30 -Tue., May 3, 2011. As it has done in the past, the CBM Credit Education Foundation will underwrite travel and lodging expenses for the first-place team to compete in all national championship events.

When: 8:30am-4 pm, Mon., Feb. 21, 2011


Who: The 2010 Wisconsin Championship team from Oconto High School that then went on to compete last April in Miami, will defend its state title as it competes against teams from Birchwood Public School, Westfield High School, Phillips High School, Shullsburg High School and Kettle Moraine High School. Competition features at least one team activity with a focus on a consumer topic.

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. The state competition is underwritten by the CBM Credit Education Foundation. Toyota is a major sponsor of this year’s national competition in L.A.

**About the School of Continuing Education:** As one of 14 schools and colleges that comprise the University of Wisconsin-Milwaukee, SCE meets the needs of participants through an assortment of courses, programs, services and workshops. With 19,000 participants each year, SCE is the largest provider of noncredit continuing education in Southeastern Wisconsin. Its mission is to generate knowledge and learning opportunities for individuals who are interested in developing professional skills in business, technology, and human services, enriching their lives with classes in the arts and humanities, and/or simply looking for a new intellectual challenge.

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