



Wisconsin Institute of Certified Public Accountants

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CONTACT
Mary Murray
Wisconsin Institute of CPAs
mary@wicpa.org
(262) 785-0445 ext. 3005
(800) 772-6939

Mrs. Wisconsin promotes financial literacy through WICPA's Reading Makes Cents program

Brookfield, Wisconsin, April 20, 2010 – Mrs. Wisconsin United States, Jayne Black, and members of the Wisconsin Institute of CPAs (WICPA) will read money-themed books to 325 elementary students in Brown, Oconto and Outagamie counties through a program called **Reading Makes Cents** during the month of April, National Financial Literacy Month.

In an effort to teach financial literacy skills, Black and other WICPA members will read about the basics of money through age appropriate books selected from a recommended reading list. The volunteers will receive handouts to bring to class, including a flyer targeted to parents about teaching kids to save, a give-away item for the students and financial literacy curriculum to leave with the teacher. Collectively, CPAs across Wisconsin will reach over 1,200 students.

Black was named Mrs. Wisconsin United States in February. She will spend her year promoting her platform "Because I Owe Me" which focuses on retirement readiness. Black is a Legislative/Social Media Driver for PAi – a De Pere, Wis., a company that provides full-service 401(k) administration and payroll processing for small businesses nationwide.

This is the second year of the WICPA's Reading Makes Cents program, which takes place in April to coincide with [National Financial Literacy Month as declared by President Obama](#). In addition, the American Bankers Association (aba.org) along with the Wisconsin Bankers Association celebrates **Teach Children To Save Day** on April 27. The list of dates, presenters, schools and dates are below.

Date	Presenter	School	City	Age	Number of students
4/15/10	Jayne Black	Montessori School	DePere	4,5	23
4/16/10	Crystal Pollack	Ferber Elementary	Appleton	11, 12	106

4/19/10	Jayne Black	Westwood Elementary	DePere	10,11	22
4/19/10	Alison Hendrickson	Meadowbrook Elementary	Howard-Suamico	5	20
4/21/10	Shannon Durand	Oconto Elementary School	Oconto	7,8	32
4/29/10	Jayne Black	Westwood Elementary	DePere	9,10	21
4/30/10	Michelle Johnson	Hemlock Creek	DePere	6, 7 , 8	44
TBD	Larry Rose	Abrams School	Abrams	10, 11	7

Teaching financial literacy is a goal of the WICPA. The Institute also promotes the [Feed the Pig](#) campaign developed by the American Institute of CPAs and Ad Council and supports the AICPA's [360 Degrees of Financial Literacy](#) campaign. In addition, it provides member volunteers to participate in financial simulation events across the state where high school students choose careers and make decisions about their budgets and lifestyles. The activity is a fun and effective way for students to learn about personal accounting, financial responsibility and life choices and interact with business people. Approximately 10 more of these events are taking place before the end of the school year.

For more information, contact Mary Murray at mary@wicpa.org or 262-785-0445, ext. 3005 or visit the Reading Makes Cents page at <http://dev.wicpa.org/Content/PublicResources/Financialliteracy/ReadingMakescentsReadAThon.aspx>.

The WICPA is the premier professional organization for Wisconsin CPAs, with 8,000 members working in public accounting, industry, government and education. Like other professionals, certified public accountants are required to obtain additional education, take a rigorous exam and become certified. Please identify all CPAs by including the credential with their names. This identification enhances the accuracy and credibility of your reporting.

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