



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of the Director

News Release

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DCCA LAUNCHES THE 2008-2009 LIFESMARTS CONSUMER EDUCATION COMPETITION

HONOLULU – The Department of Commerce and Consumer Affairs (DCCA) announces the start of the 2008-2009 LifeSmarts Consumer Education Competition.

LifeSmarts is a free consumer education competition open to teens in grades 9-12. The competition tests students on their knowledge of personal finance, health and safety, the environment, technology, and consumer rights and responsibilities.

Teams may sign up and compete online from September 15, 2008 to December 7, 2008 (11 pm EST). At the end of the online competition, the top scoring teams will be invited to compete at the state competition to be held in Honolulu on February 7, 2009. The winning team is eligible to represent Hawaii at the National Competition in St. Louis, Missouri, April 25-28 2009.

“Teens learn critical life skills in a competitive way that will build teamwork, self-esteem, verbal communications skills and leadership ability,” said State LifeSmarts Coordinator Jackie Choy. “This program will help teens learn how to be smart consumers and how to be responsible with their money in a fun way.”

Coaches gain access to educational resources through online curriculum, pre and post tests for students and links to local and national organizations. LifeSmarts will complement any high school curriculum and can be used as a learning activity for classes, groups, clubs, and community organizations.

Coaches may enter more than one team, but only one team from each school or organization can qualify for the state competition. All teams must have an adult sponsor or coach to participate. Registration is done online at www.lifesmarts.org.

LifeSmarts is sponsored in Hawai`i by the Department of Commerce and Consumer Affairs and is run by the National Consumers League. Local partners include the Better Business Bureau of Hawai`i, the Hawai`i Credit Union League and the State Department of Education. To learn more about the program call LifeSmarts State Coordinator Jackie Choy at 586-2760.

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