



NATIONAL FOUNDATION FOR  
CREDIT COUNSELING

*Knowing the difference can  
make all the difference.*

## ***NFCC PRESS RELEASE***

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### **NFCC PARTICIPATES IN VISA/FEDERAL RESERVE BANK SUMMIT** *Financial Literacy & Education to Focus on Generation Y*

Silver Spring, MD – The National Foundation for Credit Counseling (NFCC) is proud to announce that NFCC President and CEO, Susan C. Keating, will be a panelist participating in the Second Annual Visa/Federal Reserve Bank of Chicago Financial Literacy & Education Summit on April 21, 2008.

The roundtable discussion will focus on how to address the significant economic challenges facing Generation Y, defined as young adults ages 18-25, as this consumer demographic will help drive the engine of our economy for years to come. “The Need to Strengthen the Financial IQ of Generation Y” theme will challenge the panel to find solutions to combat serious financial literacy shortfalls among college students and recent graduates.

“Recognizing the need to educate college freshmen on finances, in 2007 the NFCC developed the video, *College Credit for Life*, which has become a part of college orientation programs throughout the country,” said Keating. “America cannot put its young adults at risk by neglecting the financial facts of life. I am proud to participate in the Summit, and support the efforts the Federal Reserve Bank of Chicago and Visa as they focus on this issue.”

The panel boasts best-selling author and Today Show contributor, Jean Chatzky, as moderator. Additionally, opening remarks will be delivered remotely by Ben Bernanke, Chairman of the Board of Governors of the Federal Reserve System, as well as Byron Pollitt, the Chief Financial Officer of Visa, Inc, who will deliver in-person commentary on the role of the private sector supporting financial education.

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*The National Foundation for Credit Counseling (NFCC), founded in 1951, is the nation’s largest and longest serving national nonprofit credit counseling organization. The NFCC’s mission is to promote the national agenda for financially responsible behavior and build capacity for its members to deliver the highest quality financial education and counseling services. NFCC members annually help more than two million consumers through close to 900 community-based offices nationwide. For free and affordable confidential advice through a reputable NFCC member, call 1-800-388-2227, (en Español 1-800-682-9832) or visit [www.nfcc.org](http://www.nfcc.org).*