



News Release

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For immediate release –

FISC Working with Participants in Third Annual Money Smart Week Fox Cities Financial Makeover Challenge

Menasha, January 10, 2011 – Four participants were recently selected for the third annual Money Smart Week Fox Cities Financial Makeover Challenge, and have been working with counselors from Goodwill’s Financial Information and Service Center (FISC) program to achieve their goals by the April 15 deadline.

The Challenge is designed to help local families improve their financial situations. Participants meet one-on-one with financial counselors, who help them set goals and build strategies to increase their savings, reduce their debt, and reduce their expenses over a four-month period, which began Dec. 15, 2010.

The four participants in this year’s Fox Cities Financial Makeover Challenge are Melanie Marasch of Combined Locks, Tracy Buksyk of Neenah, April and Craig Schmidt of Kaukauna, and Barbara and David Lewandoski of Appleton. Goodwill NCW has produced separate videos about each of them. The videos can be viewed on FISC’s Web site at www.fisc-cccs.org.

Mary Novak, FISC's Counseling Services Coordinator, said the participants have been meeting on a regular basis with counselors to review their progress and make adjustments to their plan. The family that comes the closest to meeting its goal before the April 15 deadline will be named the winner of the Financial Makeover Challenge and receives a cash prize of \$3,500. The three runners-up will each receive a \$750 cash prize.

"All of the participants will benefit from this experience," Novak said. "They will not only learn how to improve their immediate financial situation but also take with them some life-changing financial behaviors that they can use forever."

FISC, which is a program of Goodwill Industries of North Central Wisconsin (NCW), received the \$5,750 in prize money from four members of the Fox Cities Money Smart Week Coalition. This year's prizes are being funded by a major gift from Thrivent Financial and gifts from Capital Credit Union, Fox Communities Credit Union and Lakeview Credit Union.

In addition to FISC, the following organizations are members of the Fox Cities Money Smart Week Coalition that is cosponsoring the Money Smart Week Fox Cities Financial Makeover Challenge: Appleton Area School District, Appleton Public Library, Barnes & Noble, Black Creek Public Library, Capital Credit Union, Coalesce, Inc., Community First Credit Union, Digiprint, Fox Communities Credit Union, Fox Valley Technical College, Kaukauna Public Library, Kimberly Public Library, Lakeview Credit Union, Menasha Public Library, New London Public Library, New York Life Insurance Company, Shiocton School District, Thrivent Financial for Lutherans, Unison Credit Union, UW Extension – Outagamie County, and Women's Fund of the Fox Valley Region.

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