

For immediate release

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Free Money Smart Week Fox Cities Events

Beginning Saturday October 2nd and running until Saturday October 9th, Wisconsin will be celebrating Money Smart Week Wisconsin. For the fourth consecutive year all across Wisconsin, hundreds of financial institutions, schools, non-profit organizations and government agencies are joining together to provide a week of classes and events aimed at helping consumers make informed choices when managing their personal finances.

More than 600 free educational classes will take place all over Wisconsin and will focus on financial topics for people of all ages and walks of life.

Wisconsin's campaign grew out of similar successful promotion run by the Federal Reserve Bank of Chicago in the cities of Chicago and Detroit. However, Wisconsin's campaign is the first-ever aimed at an entire state. It targets every city, town, and village throughout Wisconsin. Its goal is to help people find personal finance resources right in their own backyard.

Here are some of the events planned:

Saturday, October 2, 2010 – **The Big Read Gets Bigger**, 17 locations will host a book reading for children in the Fond du Lac, Fox Cities, Green Bay and Oshkosh areas. Each child that RSVPs will receive a free book.

Wednesday, October 6, 2010, 6:30-7:30 pm – **Appleton Public Library's Meet the Author** series is hosting Chris Farrell, author of "The New Frugality: How to Consume Less, Save More and Live Better".

Thursday, October 7, 2010 - **An Evening with Susan Beacham on How to Raise a Money Savvy Kid**. Each family that RSVPs will receive either a Money Smart Pig or a Cash Cache (personal finance organizer).

Fox Cities Financial Makeover Challenge – applications accepted until November 1, 2010. Top prize is \$3500; runners up is \$750.

If you would like more information, I've attached the posters for The Big Read, An Evening with Susan Beacham, author Chris Farrell and the Financial Makeover Challenge.

Money Smart Week Fox Cities is made possible by these Money Smart Week Partners: Appleton Area School District; Appleton Public Library; Barnes & Noble, Appleton; Capital Credit Union; Coalesce, Inc.; Community First Credit Union; Department of Financial Institutions; Digiprint; Federal Reserve Bank of Chicago; Financial Information & Service Center (FISC); First National Bank-Fox Valley; Fox Communities Credit Union; Fox Valley Technical College; The History Museum at the Castle; Lakeview Credit Union; New York Life Insurance Company; Thrivent Financial for Lutherans; Unison Credit Union; UnitedHealthcare's Medicaid Division; UW Extension – Outagamie County; Women's Fund for the Fox Valley Region; WHBY