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## **FOR IMMEDIATE RELEASE**

### **Inceptia Partners with the San Diego Financial Literacy Center *California Students to Benefit from Free Online Financial Literacy Program***

Lincoln, Neb. (November 16, 2015) – Inceptia has announced a partnership with the San Diego Financial Literacy Center (SDFLC), a California-based nonprofit. The goal of this partnership is to provide additional financial literacy learning tools to California high school students. Inceptia’s online financial education program, Financial Avenue, will combine with San Diego Financial Literacy Center’s efforts to provide high school students with multi-faceted financial education tools to better equip them for financial capability.

Financial Avenue offers engaging, interactive online courses and tutorials specially designed to align with the learning needs of Millennials and the up and coming Generation Z students. Through coursework, students will gain knowledge of key personal finance concepts from budgeting and investing to debt and repayment, and come away from each course with a customized action plan to translate concepts into behaviors. Courses like “Psychology of Money” also guide students toward an understanding of their personal relationship with money, so they can alter habits to become more financially healthy and aware.

Financial Avenue’s learning objectives align with the financial education core competencies established by the U.S. Department of the Treasury’s Financial Literacy and Education Commission. Students will receive instruction in personal finance concepts that will benefit them now and into the future.

The mission of the San Diego Financial Literacy Center is to educate and empower individuals and families to make sound financial decisions and develop positive personal finance habits for life. By providing educational opportunities and financial guidance to help individuals and families become financially fit, the San Diego Financial Literacy Center provides an invaluable service to the San Diego community.

With this partnership, both organizations will promote Financial Avenue, leveraging collective efforts and maximizing the impact on secondary level students, educators and schools across California. “Financial Avenue is one of Inceptia’s many student-oriented services that furthers our mission to

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educate and support student financial success, and help build solid futures,” remarked Randy Heesacker, president and CEO of Inceptia. “Our partnership with the San Diego Financial Literacy Center gives us an exciting opportunity to connect with high school students and offer them valuable financial literacy resources they may not receive anywhere else. Together, we can put them on track to financial success early on.”

“We are very excited to partner with Inceptia to provide Financial Avenue to complement the financial literacy education the SDFLC provides through our Wave of the Future program. This online curriculum can help students personalize and customize their financial practices now and into the future through a simple and fun platform,” said Chase Peckham, director of community outreach for the San Diego Financial Literacy Program.

For more information, please visit [www.financialavenue.org](http://www.financialavenue.org).

## **ABOUT SAN DIEGO FINANCIAL LITERACY CENTER**

The San Diego Financial Literacy Center is dedicated to educating and empowering individuals and families to make sound financial decisions and develop positive personal finance habits for life by providing community outreach and comprehensive and custom financial education tools.

## **ABOUT INCEPTIA**

Inceptia, a division of National Student Loan Program (NSLP), is a nonprofit organization providing premier expertise in higher education access, student loan repayment, analytics, default prevention, financial education and verification. Our mission is to support schools as they arm students with the knowledge needed to become financially responsible citizens. Since 1986, we have helped more than two million students achieve their higher education dreams at 5,500 schools nationwide. Annually, Inceptia helps more than 180,000 students borrow wisely, resolve their delinquency issues and successfully repay their student loan obligations. Inceptia educates students on how to pay for college, guides borrowers through loan repayment counseling, and provides default prevention strategies and services to schools. More information at [Inceptia.org](http://Inceptia.org).

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