



Commonwealth of Kentucky  
Public Protection Cabinet  
Department of Financial Institutions

Andy Beshear, Governor

Kerry B. Harvey, Secretary

FOR IMMEDIATE RELEASE

Contact: Summer Gortney,  
President  
Kentucky Jump\$Start Coalition  
[kyjumpstart@gmail.com](mailto:kyjumpstart@gmail.com)

Laura Clewett  
502-782-9031  
[Laura.Clewett@ky.gov](mailto:Laura.Clewett@ky.gov)

**Gov. Beshear Proclaims April as Financial Literacy Month**  
***Educational Events Promote Personal Finance Skills***

**Frankfort, Ky.** (April 12, 2021) – Gov. Andy Beshear has proclaimed April as Financial Literacy Month, in cooperation with the Department of Financial Institutions (DFI) and the Kentucky Jump\$Start Coalition for Personal Financial Literacy.

“Financial literacy is essential for Kentuckians to build their futures, succeed in our economy and help us sprint out of the pandemic toward a better Kentucky for all of our families,” said Gov. Beshear.

“Financial literacy is focused on empowering people to make sound financial decisions throughout their lives. Kentuckians who participate in financial literacy programs and implement sound financial concepts are better able to manage consumer credit endeavors and establish better money management habits,” said DFI Commissioner Charles A. Vice. “Providing financial literacy resources to students and citizens can help improve the quality of lives and strengthen the economy.”

The Jump\$Start Coalition defines financial literacy as “the ability to use knowledge and skills to manage one’s financial resources effectively for a lifetime of financial security.”

“Financial Literacy Month is a great opportunity to bring awareness to the importance of financial literacy and good money habits,” said Summer Gortney, President of Kentucky Jump\$Start. “The Kentucky Jump\$Start Coalition is especially thankful for our partners in education for consistently instilling this foundation in our youth.”

During April, coalition partners will conduct educational events and activities online and throughout the commonwealth. For more information, visit <https://kyjumpstart.org/calendar/> or follow the coalition on social media at <https://www.facebook.com/KYJumpstart> and <https://twitter.com/KYJumpstart>.

The Department of Financial Institutions will participate in the following online events:

- April 13, 2021 – [AARP Fraud Watch Basics Webinar](#)
- April 10-17, 2021 – [FDIC Money Smart Week](#)
- April 23, 2021 – From Boomers to Zoomers—[How to Invest: What's New and What's Not](#)

###

**About Jump\$tart:** The Kentucky Jump\$tart Coalition for Personal Financial Literacy® believes all Kentuckians need to have the financial literacy and money management skills necessary to make informed financial decisions. The Kentucky coalition, [www.kyjumpstart.org](http://www.kyjumpstart.org), is a nonprofit organization affiliated with the national coalition based in Washington, D.C. Kentucky Jump\$tart's goals are to raise awareness about the importance of personal financial literacy, to enhance professional development of Kentucky educators on financial literacy issues, and to coordinate and promote communication and cooperation among coalition members.

**About the Department of Financial Institutions:** DFI, <http://kfi.ky.gov>, is an agency in the Public Protection Cabinet. For more than 100 years, it has supervised the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents by promoting access to a stable financial industry, implementing effective and efficient regulatory oversight, enforcing consumer protections, encouraging economic opportunities and encouraging sound financial decisions through financial empowerment programs.