

PRESS RELEASE

Media Contact: Luis Nunez

**\*\*Press Conference January 30, 2009, 11:00 a.m.\*\***

**YSLETA DEL SUR PUEBLO TRIBE TO ANNOUNCE MAJOR  
FINANCIAL LITERACY INITIATIVE FOR STUDENTS AT LOCAL  
HIGH SCHOOLS**

*Students To Be Trained & Certified In Financial Literacy, Including Credit Scores,  
Mortgages, Stock Market*

The Ysleta del Sur Pueblo is announcing the launch of “*Tigua Cents, - A Youth Based Financial Literacy Program*”, an initiative to educate and certify tribal high school students in the core concepts of personal finance and financial literacy. *Tigua “Cents”* utilizes the “Building Native Communities: Financial Skills for Families” curriculum to educate the Tigua youth on critical economic and asset management strategies like building a healthy economy, developing spending plans, working with checking and savings accounts, and understanding & accessing credit. In addition, the Pueblo is looking to expand its financial literacy efforts by also offering cutting edge online gaming and educational technology to teach students about topics such as credit scores, savings and investments, 401ks, stock exchanges, mortgages, the Federal Reserve, taxes, and insurance. Upon completing the Program, Tigua “Cents” students will earn a certification in Financial Literacy that will also connect them with potential career opportunities.

The Program is part of the Tribal Empowerment Program and targets high school aged tribal youth.

Ben Bernanke, the Chairman of the Federal Reserve Bank, has said, “In today’s complex financial markets, financial education is central to helping consumers make better decisions for themselves and their families.”

“Our current economic crisis is partly due to the lack of understanding of our financial system,” State Representative for District 76 Norma Chavez said. “We must teach our children the importance of saving, and how credit works, or else future generations will repeat our mistakes.”

*“Tigua “Cents” is an excellent project that targets our tribal youth as they prepare for their future endeavors. This project aims to provide life-stage appropriate financial education programs which are vital to make our tribal community self-sufficient. Initiatives such as these are highly needed to empower our youth to make wise and well informed financial decisions.”* Lt. Governor, Carlos Hisa.

**The Ysleta del Sur Pueblo will hold a press conference to announce the Tigua “Cents” initiative on January 30, 2009, at 11:00 am, at 11100 Santos Sánchez, Socorro, TX 79927 at the Empowerment Center.**

The current economic crisis facing our nation has highlighted the significant lack of financial education at the high school and college level. The rise of bankruptcies, mortgage defaults, shrinking home and portfolio values has created a national emergency and the need for standards-based instruction for young adults.

The Ysleta del Sur Pueblo is teaming with EverFi Inc., a leading educational learning and gaming developer to launch a new interactive module to the Tigua “Cents” Financial Literacy Program. Students will use a web-based 3D gaming and learning platform that walks them through a “virtual financial world” to learn about hundreds of personal finance topics. For example, when students are learning about how to trade a stock, the lesson takes place on the virtual floor of a Stock Exchange. When students learn about banking and savings, the lessons take place in a next-generation build-out of a bank. The online program uses the latest in New Media technologies – 3D gaming, advance pathing, social networking, online animations, video, and messaging tools to bring these financial concepts to life.

The program tracks the individual progress of each student and tests their learning as they move along. Each student who successfully completes the course will be certified in Financial Literacy and will be networked into the EverFiNext Platform as ‘EverFi Certified,’ opening up a new world of opportunities in college admissions, grants, scholarships, internships and potential employer human resources departments.

The program is built and developed by leading curriculum, educational and technical developers.

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