



PEDRO E. SEGARRA
MAYOR

CITY AWARDED \$20,000 FOR DOLLARWISE INITIATIVE *Conference of Mayors Program Designed To Strengthen Financial Literacy*

--- NEWS AND COMMUNITY STATEMENT---

(January 9, 2012) --- The City of Hartford has been awarded \$20,000 from the U.S. Conference of Mayors to implement the Mayors National DollarWi\$e Campaign, Mayor Pedro E. Segarra announced today. The grant award will be formally recognized at 10:30 a.m. on Thursday, January 12, 2012 at Alfred E. Burr Elementary School, 400 Wethersfield Avenue.

“Often, we talk about the importance of employment and in these difficult economic times, the need for employment in general,” Mayor Segarra said. “It is equally important however that those discussions include an understanding of how to manage the money one makes and avoid the crushing burden of overextended debt. We are truly grateful to Bank of America and the U.S. Conference of Mayors for their support, which will help us move toward our goal of stabilizing families and neighborhoods.”

The DollarWi\$e effort in Hartford will be implemented through a collaborative partnership with the United Way Women’s Leadership Council, Co-Opportunity Inc., and the Village for Families & Children. The grant will be used to bring adult financial education services such as credit and budget workshops, one-on-one financial coaching, matched savings programs and referral services to Burr School. Each year through its DollarWi\$e Innovation Grants, the U.S. Conference of Mayors provides two cities \$20,000 each to enhance financial literacy efforts. This year’s grants were funded by the Bank of American Charitable Foundation, a founding sponsor of the Mayors National DollarWi\$e Campaign.

Launched in 2005, DollarWi\$e was the outgrowth of the U.S. Conference of Mayors Council for the New American City objective to help consumers learn about financial literacy. In addition, DollarWi\$e supports the goals and objectives of the 2011 National Strategy for Financial Education, which was released by the federal Financial Literacy and Education Commission in December 2010. Those goals are to increase awareness of and access to effective financial education; to determine and integrate core financial competencies; to improve financial education infrastructure; and to identify, enhance and share effective practices.

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