

**Florida CFO Jeff Atwater and the Department of Financial Services
Sponsors Florida's Financial History Challenge for Students**

As our state celebrates the 500-year anniversary of Ponce de León's arrival on the Florida coast, Florida's Chief Financial Officer Jeff Atwater and the Department of Financial Services are offering Florida's Financial History Challenge to encourage students of all ages to express their creativity and convey the significance of our state's rich history.

Florida's Financial History Challenge engages students in a range of scenarios such as highlighting one historical person, place or event in Florida's history to contemplating traveling back in time to provide financial advice. First through third place winners in three contests will be selected in three contest regions – North, Central and South Florida – and cash prizes will be awarded to students who win or place in the third through twelfth grades.

A coloring contest is offered to kindergarten through second grade students and the pictures they color will be displayed in the Florida Capitol. These students will each be awarded a certificate of completion.

Florida's Financial History Challenge offers age-appropriate choices so that all students are encouraged to participate. In addition to the coloring contest, the Challenge includes a Drawing Contest for grades 3 through 5, an Essay Contest for middle school and a Video contest for high school students. Submissions must be made between September 3, 2013, through October 11, 2013 (by 11:59 pm EST) at the Florida's Financial History Challenge webpage which can be found on Your Money Matters website at www.myfloridacfo.com/ymm/.

“It is important that the young people of this state learn about our rich economic history and how these invaluable contributions of the past are significant in the Florida of today,” said CFO Atwater. “Florida's Financial History Challenge allows us to gain knowledge and insight from these students as they become the future leaders of our state and nation.”

For contest rules and regulations, visit the Florida's Financial History Challenge webpage on the Your Money Matters website at www.myfloridacfo.com/ymm/ or call Consumer Services toll-free at 1-877-MY-FL-CFO (693-5236) or (850) 413-5867.

Thank you and Viva Florida!