

## City of Lewiston Press Release

**Members of the Media:** Below please find a press release in which Lewiston Mayor Robert E. Macdonald is spreading the word about a **United States Conference of Mayors DollarWise Campaign “Summer Youth Jobs Contest.”** Community youth are urged to check out [www.bedollarwise.org](http://www.bedollarwise.org) Details are below, to include the opportunity for financial literacy learning & possibly winning great prizes! Any media coverage you could render to help **“get the word out”** would be greatly appreciated. Thanks, Dottie

### PRESS RELEASE

May 7, 2014

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**FOR IMMEDIATE RELEASE**

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**LEWISTON:** Lewiston Mayor Robert E. Macdonald is urging community youth to check out **The United States Conference of Mayors DollarWise Campaign Summer Youth Jobs Contest.** The contest at [www.bedollarwise.org](http://www.bedollarwise.org) is a partnership with the DollarWise Campaign & the Workforce Development Council’s Youth Committee, and last year, over 1,500 youth participated in the contest. Eighteen youth won iPads, Kindles and iPod Shuffles.

Mayor Macdonald notes that youth with summer jobs are invited to complete a set of five online financial education modules. DollarWise has partnered with Bank of America to bring innovative and accessible video content from [www.BetterMoneyHabits.com](http://www.BetterMoneyHabits.com) to serve as the contest curriculum. The five modules include information on: **general better money habits, how to set a budget, credit and debit cards, how interest works, and easy ways to save money.**

Upon completing each module, youth will be entered into a **weekly raffle** where three selected participants will win an iPad, Kindle Touch, or an iPod Shuffle. Raffles will be held every Friday at 5 pm (ET) beginning June 27th and ending July 25th. (Page 1 of 2)

**In the 6<sup>th</sup> week**, youth will also have the chance to win an iPad, Kindle, or iPod Shuffle by participating in the DollarWise Video Contest. Participants will be asked to submit a video via email or on the DollarWise Facebook page: [facebook.com/bedollarwise](https://www.facebook.com/bedollarwise) to qualify. The video should highlight the youth's summer job experiences and describe how the DollarWise contest helped them to manage their money and save for their future. All videos will be due by Friday, August 1st.

The United States Conference of Mayors (USCM) is the official non-partisan organization of cities with populations of 30,000 or more. There are 1,393 such cities in the country today. For additional information about the **Summer Youth Jobs Contest**, interested individuals may visit <http://www.bedollarwise.org/syc/>

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