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**Third Annual Money Smart Nebraska Week
Features More Than 290 Opportunities to Learn Financial Lessons**

Omaha - (Nov. 3, 2010) — Many Americans learned difficult financial lessons during the recent recession – such as the importance of saving, budgeting and a good credit score. During the week of Nov. 8-14, Nebraskans will have the chance to raise their own financial IQ in an easier way – as part of Money Smart Week Nebraska.

Money Smart Week Nebraska begins Monday, Nov. 8 and offers free educational events across the state. Nebraskans will have the opportunity to attend seminars on a variety of personal finance topics, from raising financially smart kids to retirement planning.

“In today’s economy, it’s more important than ever to know how to make smart decisions about money,” said Jennifer Clark, president of the Nebraska Financial Education Coalition. “Money Smart Week is designed to provide numerous free learning opportunities to help Nebraskans make good financial decisions and manage money with confidence.”

Money Smart Week, sponsored by the Nebraska Financial Education Coalition, is a public awareness campaign Nov. 8-14 designed to help people of all ages better understand and manage finances. Now in its third year, the week’s events around the state are hosted by nonprofits, financial services companies, schools and government agencies.

A searchable calendar of events is available at www.moneysmartnebraska.org.

The Nebraska Financial Education Coalition is a group of more than 100 interested businesses, individuals, financial institutions, schools, and government and non-profit agencies who believe that basic personal financial literacy is an essential skill. The Coalition’s mission is to strive to improve the personal financial knowledge and decision-making ability of Nebraska citizens by promoting public awareness of the need for financial education, and by facilitating networking and partnerships for financial education service providers. The Coalition’s goal is for all Nebraska citizens – no matter the age, background or circumstance – to achieve long-term personal financial health.