



Press Release

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Contact: Carol Danko, 202.962.7390, cdanko@sifma.org

**Rep. David Rouzer Visits East Columbus High School,
Participating in the 12th Annual
SIFMA Foundation Stock Market Game™-Capitol Hill Challenge**

*SIFMA Foundation Program Connects Financial Readiness and Government Awareness for Over 15,000 Students
from 742 Schools*

Washington, DC, May 5, 2015— Today, Rep. David Rouzer (R-NC) visited students at East Columbus High School, participating in the 12th annual SIFMA Foundation Capitol Hill Challenge. This 14-week challenge organizes teams of middle and high school students by congressional district and state and teaches the importance of saving and investing, while simultaneously promoting a better understanding of our government.

Rep. Rouzer met with the student teams who are investing a hypothetical \$100,000 in listed stocks, bonds, and mutual funds and learning the value of saving, investing, and the capital markets as they work together to maximize the return of their portfolios. The national top 10 teams will be recognized at an awards reception in Washington, D.C. this June.

“For over a decade, the Capitol Hill Challenge Stock Market Game has helped students from around the country grow and learn about financial literacy,” said Kenneth E. Bentsen, Jr., SIFMA president & CEO. “Our industry is committed to giving students the necessary tools to build a solid foundation of information regarding investing and saving, so they can one day achieve their financial goals. I’d like to give special thanks to lawmakers like Rep. David Rouzer who are making personal visits to engage students on these important issues.”

The competition uses the SIFMA Foundation’s curriculum-based Stock Market Game™, a program that is offered across the state by the North Carolina Council on Economic Education to help students develop a better understanding of the global economy, strengthen their personal financial skills and 21st Century skills, and improve their knowledge of math, economics, and business. The program is proven to raise student scores on tests of mathematics, economics and financial knowledge. It is also proven to positively impact teachers’ personal financial behavior.

“We thank Congress for its second year of unanimous support of youth financial education through 100% participation in SIFMA Foundation’s 2015 Capitol Hill Challenge program,” said Melanie Mortimer, President of the SIFMA Foundation. “And we commend the personal commitment of Rep. David Rouzer for visiting her Capitol Hill Challenge students and teachers to bring learning to life.”

“Helping North Carolina students better understand our economy, our markets, the role of investors, and how to make good investments will pay dividends for the students and North Carolina’s economy,” said Sandy Wheat, Executive Director, North Carolina Council on Economic Education. “Connecting Members of Congress with this program helps to reinforce the importance of this education.”

Since the Capitol Hill Challenge began in 2004, nearly 2,735 Members of Congress matches have been made to schools reaching more than 75,000 students. Middle and high school students from all 50 states are participating in this year's competition.

To view the weekly updates in the rankings from this year's participating schools, visit the SIFMA Foundation's website: <http://www.sifma.org/chc/>.

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About SIFMA Foundation's Stock Market Game

SIFMA Foundation's Stock Market Game is a curriculum-based program where student teams in grades 4-12 learn about the global marketplace and long-term saving and investing fundamentals by using a hypothetical brokerage account. The program serves 15,000 teachers and 600,000 students annually. Teachers receive professional development and grade-level specific curriculum guides, lesson plans and newsletters to incorporate the program into their core mathematics, social studies, business, economics and language arts programs. For more on the Stock Market Game please visit: <http://www.stockmarketgame.org>.

About the SIFMA Foundation for Investor Education

The SIFMA Foundation is dedicated to fostering knowledge and understanding of the financial markets for individuals of all backgrounds. Drawing on the support and expertise of the financial industry, the SIFMA Foundation provides financial education programs and tools that strengthen economic opportunities across communities and increase individuals' access to the benefits of the global marketplace. Notable Foundation programs include the Stock Market Game, which has served more than 15 million students since it began in 1977, the InvestWrite national essay competition, the Capitol Hill Challenge, and Invest It Forward. For more information on the work of the SIFMA Foundation, visit <http://www.sifma.org/foundation>.

About SIFMA

The Securities Industry and Financial Markets Association (SIFMA) is the voice of the U.S. securities industry, representing the broker-dealers, banks and asset managers whose 889,000 employees provide access to the capital markets, raising over \$2.4 trillion for businesses and municipalities in the U.S., serving retail clients with over \$16 trillion in assets and managing more than \$62 trillion in assets for individual and institutional clients including mutual funds and retirement plans. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit <http://www.sifma.org>.

About North Carolina Council on Economic Education

The North Carolina Council on Economic Education, a nonprofit organization, provides North Carolina's K-12 students with the economic knowledge and financial skills needed to thrive in the dynamic economy. By providing quality training and up-to-date resources, North Carolina Council on Economic Education partners with teachers and school divisions to help students develop decision-making skills needed to be informed consumers, productive employees or innovative entrepreneurs, thoughtful investors, and reasoned voters. Visit www.nccee.org or call 919.791.1995.