

PRESS RELEASE

**TEN LEADING AFRICAN-AMERICAN POLICY ORGANIZATIONS ENDORSE EVERFI AS NATIONAL EDUCATION PLATFORM**

*Washington, D.C. – September 27, 2011* – EverFi, Inc., the leading education technology platform for critical skills, today announced that the National Policy Alliance (NPA), comprised of the ten most preeminent African-American public policy organizations in the US, has officially endorsed EverFi as the education platform to improve the financial literacy and life skills of African-American students across the country.

The NPA endorsed EverFi at its September board meeting, reflecting the support of more than 11,000 elected and appointed officials, as well as 2.5 million African-American government employees at the local, state, and national level. In effect, the ten presidents of these national organizations, including the Congressional Black Caucus Foundation and the National Black Caucus of School Board Members, will promote adoption of the **EverFi™ Financial Literacy Platform** in the school systems of their constituencies. The learning platform will be provided at no cost to the schools.

“While all young Americans need to learn financial survival skills, this is particularly important for African Americans, whose financial literacy scores lag relative to the national average,” said the Honorable Johnny Ford, NPA Co-Chair, Founder of The World Conference of Mayors, and former Mayor of Tuskegee, Alabama. “EverFi certification puts students on the cutting-edge in terms of being able to make informed decisions that will help them succeed in today’s complex and competitive fiscal environment.”

“On behalf of the thousands of African-American school board members across the US, I salute the EverFi team for developing a much-needed new-media curriculum at no cost to our already financially-strapped school systems across the country,” said Paul Chatman, Chair of the National School Boards Association’s (NSBA) National Black Caucus of School Board Members (NBC).

A study conducted by the Jump\$tart Coalition for Personal Financial Literacy shows that while no racial group is financially literate, African-American students are, on average, about 80 percent as literate as white student counterparts, and this gap has widened in the past 10 years.

“We wake up every day thinking about the college and career success of our EverFi students,” said EverFi Executive Vice President Ramon Martinez. “We are honored and humbled by NPA’s endorsement and look forward to working with NPA member organizations to ensure that all students have access to the EverFi learning platforms.”

“It has been so exciting to watch EverFi expand its network,” said Mayor Ford. “I met the EverFi team three years ago when Booker T. Washington High School in Tuskegee, Alabama was among the first in the nation to adopt the EverFi program. And today, EverFi is used in more than 3000 schools across all 50 states.”

### **About EverFi, Inc.**

EverFi is the leading education technology platform company to teach, assess, and certify students in critical skills. EverFi’s education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Substance Abuse and Sexual Assault Awareness, and additional product areas to be announced in 2012. The company is already powering a national movement in 50 states that enables students to learn using the latest technology, including rich media, high-definition video, simulation, diagrams, and avatars. Learn more at [www.everfi.com](http://www.everfi.com)

### **About The National Policy Alliance**

The National Policy Alliance (NPA) is composed of the ten major organizations representing black public officials from federal, state and local levels of government throughout the country. NPA members have convened every four years, at the beginning of each Presidential election year, to discuss public policies and issues that serve the interests and needs of the African American community. The NPA is bolstered by the certain knowledge that these policies, when successful, benefit the nation as a whole. NPA regularly advises President Barack Obama on public policy issues affecting the African-American community. Member organizations of the NPA are (in alphabetical order):

- Blacks in Government (BIG)
- Congressional Black Caucus (CBC)
- Joint Center for Political and Economic Studies (The Joint Center)
- Judicial Council of the National Bar Association (NBA)
- National Association of Black County Officials/ National Organization of Black County Officials (NABCO)/ (NOBCO)
- National Black Caucus of Local Elected Officials (NBCLEO)
- National Black Caucus of State Legislators (NBCSL)
- National Black Caucus of School Board Members (NBCSBM)
- National Conference of Black Mayors (NCBM)
- The World Conference of Mayors, Inc. (WCM)

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