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**Connecticut Treasurer Nappier's Office Joins Patriots Players Welker and Koppen, Visa, Jump\$tart, CT High School Students and Fellow New England State Treasurers for Regional Launch of 'Financial Football'**

**FILM coverage for this event is available from the satellite web site of the CBS Boston affiliate station)**

***Money Management Video Game Being Kicked Off at Gillette Stadium is the Centerpiece of Effort to Improve the Financial Literacy of Connecticut Teenagers***

Foxborough, MA – December 11, 2007 – Charging toward the goal of strong financial skills among Connecticut teenagers, State Treasurer Denise L. Nappier's Office teamed up with New England state treasurers from throughout New England, the Jump\$tart Coalition for Youth Financial Literacy, Visa, the NFL, and a team of high school students from West Hartford today. The Connecticut Treasury announced the region-wide rollout of an effort to improve the money management skills of New England high school students. The treasurers will be distributing free copies of "Financial Football" – an interactive, NFL-themed, money management video game – to every high school in Connecticut, Massachusetts, Rhode Island, New Hampshire, Maine, and Vermont.

"Too many students are graduating without a solid foundation of personal financial knowledge. Connecticut's young people need and deserve every opportunity to succeed, and the formula for future success begins with a firm understanding of how to manage their money," said Treasurer Nappier.

Sponsors of "Financial Football," including Visa and the NFL's Wide Receiver Wes Welker and Center Dan Koppen of the New England Patriots, gathered at Gillette Stadium in Foxborough, Massachusetts to share their personal experiences on the importance of money management with students from Conard and Hall High Schools in West Hartford, Connecticut and other New England high schools. The students then divided into teams and played each other in a lively game of "Financial Football."

"Helping students build strong financial muscles at an early age will give them a real advantage when it comes to planning for their financial futures," Welker said to the group of students gathered in the Patriots visitor locker room. "Managing money and finances is a vital life skill, and one that is best taught, and learned, before high school graduation."

"I'm glad for the opportunity to teach New England students the importance of developing sound money-management skills early in life," Koppen added. "It doesn't matter whether you make \$1 or \$1 million, if you don't learn to budget, save, invest and pay your bills on time, the personal and national economic

consequences can be devastating.”

Demonstrating broad-based support for having financial education begin at home and extend to the classroom, a new study released by Visa USA shows 91% of consumers surveyed believe all high school students should take a financial education class before graduating.

Visa, Jump\$tart and the treasurers hope “Financial Football” can help New England teens do just that. “Financial Football” puts students’ fiscal knowledge to the test in an online simulation game environment by combining the structure and rules of the NFL with financial education questions of varying difficulty. To score points, a team needs to answer a series of money management questions correctly. Wrong answers and penalties can cost a team yardage. The team with the highest point total after four quarters wins the game.

Today’s event is the twelfth stop of this year’s national educational campaign with Visa, the NFL and PLAYERS INC. The “Financial Football” game, which is accompanied by a classroom curriculum, has already been rolled out statewide in West Virginia, Indiana, Ohio, California, Pennsylvania, Colorado, Wisconsin and Nevada.

Since 2005, “Financial Football” has been scoring points with parents, teachers and teenagers as a computer game that has already been downloaded and played over 100,000 times for free at [www.practicalmoneyskills.com/football](http://www.practicalmoneyskills.com/football). Earlier this year, “Financial Football” became a free, first-of-its-kind cell phone game. Mobile customers can play the game on their cell phones by texting the word **VISA** to **24421**.

“For over a decade, Visa has been committed to promoting financial literacy and we are proud to be assisting the Honorable State Treasurer Denise L. Nappier in her efforts to strengthen financial education efforts in Connecticut,” said Jason Alderman, Director of Financial Education, Visa Inc.

“The Connecticut Jump\$tart Coalition applauds the partnership among Visa, our state treasurer and the Patriots to help improve students’ understanding of how to manage their money,” said Louis J. Golden, the coalition’s chair. “In the real game of life, the ability to save and spend wisely can mean the difference between winning or losing.”

“Financial Football” is part of *Practical Money Skills for Life* ( [www.PracticalMoneySkills.com](http://www.PracticalMoneySkills.com) ) a free, award-winning, teacher-tested and teacher-approved financial education program that is available in English, Spanish and Chinese. The program contains three comprehensive sections, complete with money management resources and lesson plans tailored for use at home, in the classroom or at work. It also contains an array of tips to help prepare for life changing financial events, from planning for a baby to saving for college and retirement, as well as a number of other budget calculators and interactive games. Visa also runs *What’s My Score* ( [www.whatsmyscore.org](http://www.whatsmyscore.org) ), a leading higher education consumer awareness program. The website guides college students through the ABC’s of a FICO credit score, from factors that can lower a score to ways on improving it, at no charge.

#### **About Visa Inc.**

Visa operates the world's largest retail electronic payments network providing processing services and payment product platforms. This includes consumer credit, debit, prepaid and commercial payments, which are offered under the Visa, Visa Electron, Interlink and PLUS brands. Visa enjoys unsurpassed acceptance around the world and Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in more than 170 countries. For more information, visit [www.visa.com](http://www.visa.com).

***For more information or to schedule an interview with a Visa spokesperson, please contact Romney Willson at (703) 683-5004, ext. 118.***

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