

NEWS FROM SCDCA

South Carolina Department of Consumer Affairs



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FOR IMMEDIATE RELEASE

LifeSmarts 2011-2012 is Underway

Columbia, SC... - The SC Department of Consumer Affairs (SCDCA) announces the start of the 2011-2012 *LifeSmarts* competition. *LifeSmarts* is an educational competition run by the National Consumers League that tests high school students nationwide on real-life consumer issues through online quizzes and live contests. The program has the dual goals of providing students with the tools they need to be smart consumers in the marketplace and teachers with much needed consumer-based curriculum.

Lifesmarts first rounds are conducted on the internet and this year we are adding a “team project” component. All teams will create a multimedia presentation on a consumer issue. The members of the team that creates the best project **will each receive a savings bond**. In March, the top teams from around South Carolina compete in Columbia. It culminates in the annual national *LifeSmarts* championship, where winning teams and individuals are awarded academic scholarships and prizes. This year’s competition will be in Philadelphia, PA from April 21-24. **A small travel stipend for the winning team will be available.**

Schools use *LifeSmarts* as the basis of a class or create teams from after-school clubs and programs. If you have questions about how to incorporate this educational endeavor into your existing classes or clubs or for more information on this competition, contact Donna Backwinkel at 800-922-1594 or DBackwinkel@scconsumer.gov.

Interested persons can also visit www.lifesmarts.org for up-to-the-minute teaching resources for coaches, including innovative lessons housed within the *LifeSmarts* U virtual campus, daily practice quizzes, question-of-the-day calendars, and more, all utilizing thousands of new competition

questions. To test your *LifeSmarts*, take a sample quiz at <http://start.lifesmarts.org/>. From there, click on “Daily Quiz” to get started.

SCDCA aims to protect consumers from inequities in the marketplace through advocacy, complaint mediation, enforcement and education. To file a complaint or get information on consumer issues, visit www.sccoconsumer.gov or call toll-free, 1.800.922.1594.

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