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Allstate Supports w!se Program for Financial Education in New Jersey

NEW YORK, N.Y. – Working in Support of Education (w!se) is pleased to announce a renewed grant from The Allstate Foundation to support the w!se Financial Literacy Certification program in New Jersey for the 2014-15 school year. This award-winning program is offered in high schools across the state to support the new Department of Education graduation requirement that all students take a course on personal finance.

Since 2010, the Foundation has been a generous sponsor of the program in New Jersey. Through this support, nearly 5,000 students have been served. This year's grant will help another 1,000 – 1,500 students. Those passing the w!se Financial Literacy Certification Test graduate financially literate, earning a w!se CFL™ certification.

“The Allstate Foundation is proud to be associated with this great program because we understand how important it is to empower high school students to become financially literate and ready for their future careers,” said Rich Crist, President of Allstate New Jersey Insurance Company.

As part of the partnership, Allstate agents kindly volunteer their time to visit schools and deliver classroom presentations on insurance. This is a topic that students traditionally perform poorly on w!se's Certification Test. The classroom presentations by agents deepen students' knowledge of auto, health, life and home insurance and help to bring the subject matter alive.

Phyllis Frankfort, Founder, President and CEO of w!se commented, “We are extremely thankful for The Allstate Foundation's generous support of this important initiative in New Jersey. Financial education is essential for young people today, and we are delighted to offer our assistance to the schools and the New Jersey Department of Education to provide these necessary 21st century skills.”

About the Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation. Allstate and The Allstate Foundation sponsor community initiatives to promote “safe and vital communities”; “tolerance, inclusion, and diversity”; and “economic empowerment.” The Allstate Foundation believes in financial potential of every individual and in helping America's families achieve their American dream. For additional information, visit www.clicktoempower.org.

About the w!se Financial Literacy Program

The w!se Financial Literacy Certification program is an innovative and high impact initiative in financial education designed to help high school students graduate financially literate. Participating schools teach a course on personal finance and then administer w!se's national standardized Financial Literacy Certification Test. To support instruction, w!se provides professional development, a curriculum aligned to national and state standards and other value added teaching tools. A hallmark program feature is the w!se CFL™. Students passing the Certification Test become **Certified Financially Literate (CFL™)**. The program, now in 36 states, is rapidly growing and has become integral to personal finance instruction in thousands of classrooms. It is supported by leading U.S. institutions including The ICE NYSE Foundation, The Allstate Foundation, Citi Foundation, McGraw Hill Financial, Wells Fargo Foundation, Voya Financial, Bloomberg, The Utah Division of Securities, kasina, GE Capital Retail Bank, the New York City Council and Signature Bank.

About w!se

Working In Support of Education (w!se) is a New York based educational 501(c)3 nonprofit dedicated to providing educational support services nationwide, building financial literacy and readiness for college and careers. w!se serves urban secondary school students in low-to-moderate-income areas.