



## **Institute for Financial Literacy Announces Winners of the 2008 Excellence In Financial Literacy Education ("EIFLE") Awards**

*The Institute for Financial Literacy announced the winners of the 2008 Excellence In Financial Literacy Education ("EIFLE") Awards at the Annual Conference on Financial Education in Atlanta, Georgia on September 10, 2008. The EIFLE was created to acknowledge innovation and quality of financial literacy education efforts and the commitment of those that offer them.*

Atlanta, GA ([PRWeb](#)) September 16, 2008 -- The Institute for Financial Literacy is pleased to announce the winners of the 2008 Excellence In Financial Literacy Education ("EIFLE") Awards, which were presented in Atlanta, Georgia on September 10, 2008 at the Annual Conference on Financial Education. The EIFLE was created to acknowledge innovation and quality of financial literacy education efforts and the commitment of those that offer them. Awards were given in the following categories:

Educator of the Year: Dr. Julie Heath of the University of Memphis.

Organization of the Year (Not for Profit): InCharge® Education Foundation, Inc.

Organization of the Year (For Profit): Zions Bank®.

Institutional Book of the Year in the Money Management Adult Category: More Than Money Matters™ by Thrivent Financial for Lutherans.

Institutional Book of the Year in the Money Management Children Category: It's a Habit, Sammy Rabbit! by Sam X. Renick.

Trade Book of the Year in the General Adult Category: That's What It Means! - A Practical Guide to Everyday Finance Terms by Peter Woan.

Curriculum of the Year in the General Children Category: It Just Adds Up by Sue Lynn Sasser

"The Excellence In Financial Literacy Education Award recognizes the hard work and effort of the individuals and organizations trying to improve Americans' financial literacy" said Leslie E. Linfield, Executive Director of the Institute for Financial Literacy. "This work has become increasingly relevant to Americans over the past year, and the Institute is pleased to help raise the visibility of these efforts through the EIFLE Award."

The Institute for Financial Literacy is a tax exempt non-profit organization whose mission is to make effective financial literacy education available for all American adults. The Institute accomplishes its mission by working with organizations to incorporate financial education into their existing services. The Institute also provides direct delivery of financial counseling and education to the general public. As the national authority on adult financial education, the Institute advances professionalism and effectiveness in the field of financial literacy by setting the National Standards for Adult Financial Literacy Education™, hosting the Annual Conference on Financial Education™, maintaining the Library of Personal Finance™, and administering the Center for Financial



Certifications® and the Center for Consumer Financial Research™. For more information please contact us at 207-879-0389 or visit our website at [www.financiallit.org](http://www.financiallit.org).

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