



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS  
Office of the Director

## DCCA News Release

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**FOR IMMEDIATE RELEASE: September 13, 2006**

### **DCCA ANNOUNCES 2006 LIFESMARTS CONSUMER EDUCATION COMPETITION FOR HAWAII TEENS**

HONOLULU – The Department of Commerce and Consumer Affairs (DCCA) and the Better Business Bureau of Hawaii announce the start of the 2006-2007 LifeSmarts Consumer Education Competition. LifeSmarts is a free consumer education competition open to teens in grades 6-12.

The competition tests students on their knowledge of personal finance, health and safety, the environment, technology, and consumer rights and responsibilities. The high school competition is open to students in grades 9-12.

Teams may sign up and compete online from September 18, 2006 to January 15, 2007 (11 pm EST). At the end of the online competition, the top scoring teams will be invited to compete at the State Competition to be held in Honolulu on February 24, 2007. The winning team will go on to represent Hawaii at the National Competition in Orlando, Florida, April 21-24, 2007.

The middle school program is open to students in grades 6-8. Middle school teams from Hawaii will take part in an online competition against middle school teams from across the nation. This program is scheduled to run from October 9, 2006 to February 23, 2007.

“LifeSmarts provides teens with a good understanding of their consumer rights and responsibilities,” said DCCA Director Mark Recktenwald. “The program teaches them to spot and avoid frauds and scams, and to make smart choices. As a result, it helps to reduce the likelihood that they will be victimized.”

“The consumer education efforts at the Better Business Bureau have mainly focused on adults who make daily financial decisions for their families”, said Bonnie Horibata, interim CEO, Better Business Bureau of Hawaii. “The LifeSmarts Program is a perfect educational opportunity for teens to learn what they’ll need to know in life and help them and their families to face the challenges ahead.”

LifeSmarts is sponsored by DCCA and the BBB, and is run by the National Consumers League. All teams must have an adult sponsor or coach to participate.

If anyone is interested in forming a team, contact the LifeSmarts State Coordinators Jackie Choy at 586-2760 or Bonnie Horibata at 536-6956 for more information or for a free coach’s guide.

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