



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of the Director

News Release

LINDA LINGLE
GOVERNOR

LAWRENCE M. REIFURTH
DIRECTOR
Phone: (808) 586-2850
Fax: (808) 586-2856

FOR IMMEDIATE RELEASE: September 8, 2009

DCCA LAUNCHES THE 2009-2010 LIFESMARTS CONSUMER EDUCATION COMPETITION

HONOLULU – The Department of Commerce and Consumer Affairs announces the start of the 2009-2010 LifeSmarts Consumer Education Competition.

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

Teams may sign up and compete online from September 14, 2009 to December 7, 2009 (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 20, 2010. The National Competition will be held in Miami Beach, Florida, April 24 – 27, 2010.

Coaches may enter more than one team, but only one team from each school or organization may qualify for the state competition. All teams must have an adult sponsor or coach to participate. **Interested teams may register online at www.lifesmarts.org. Anyone interested in forming a team should contact the LifeSmarts State Coordinator, Jackie Choy, at 586-2760 for more information.**

The Hawaii State Department of Education (DOE) is joining DCCA with a new mentoring program for all public schools. The program will provide assistance by helping to prepare public school students for the competition. **Any DOE high school interested in obtaining mentors should contact Judy Nagasako at 586-3687.**

The program is also seeking individuals interested in becoming a mentor. Volunteers may sign up at www.helpawaiischools.com.

LifeSmarts is sponsored by the Department of Commerce and Consumer Affairs and is run by the National Consumers League. Local partners include the Better Business Bureau Foundation, the State Department of Education and the Hawaii Credit Union League. **Local businesses interested in becoming a sponsor may contact Jackie Choy at 586-2760 for more information.**

###

For more information, contact:
Christine Hirasa
Public Information Officer
Phone: 586-2622
Email: chirasa@dcca.hawaii.gov