



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of the Director

DCCA News Release

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TEAM FROM KEAAU HIGH SCHOOL WINS STATE'S CONSUMER COMPETITION

HONOLULU – For the third year in a row, Keaau High School won the state title for the 5th annual LifeSmarts consumer education competition, which was held today at the State Capitol Auditorium.

The game-show style competition tested students on their knowledge of personal finance, health and safety, the environment, technology, and consumer rights and responsibilities.

“Consumer education is a top priority at the department,” said Department of Commerce and Consumer Affairs (DCCA) Director Lawrence Reifurth. “It’s great that these students are able to learn such valuable lessons at such a young age.”

“Teens learn how to be consumer savvy,” said DCCA Education Specialist Jacqueline Choy. “That’s important in today’s marketplace when we’re all trying to work smarter and do more with less.”

The members of the winning team, Keaau Mixed Plate, are: Riana Brown, Joseph Heck, Ricky William Tabandera, and Teleise Tino. The team was coached by Kathlynn Tabandera and Serena Fujikawa. The team may go on to represent Hawai‘i at the national competition in St. Louis, Missouri, from April 25 - 28. A total of 13 schools from O‘ahu, Maui, Kaua‘i and the Big Island participated in this year’s competition.

LifeSmarts is brought to Hawai‘i by the State Department of Commerce and Consumer Affairs and is run by the National Consumers League. Local partners include the Better Business Bureau Foundation, the Hawai‘i Credit Union League and the State Department of Education.

This year's LifeSmarts competition was sponsored by: Hawaiian Airlines, Hawaii State FCU, Diamond Bakery, Alu Like, Taxpayer Advocate Service and the Office of the Securities Commissioner.

More information about the State LifeSmarts competition may be found at http://www.hawaii.gov/dcca/quicklinks/life_smarts/, or by calling DCCA Education Specialist Jacqueline Choy at 586-2760.

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