



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 – A team from Keaau High School won the state title for the 3rd Annual LifeSmarts consumer education competition, which was held on Saturday, February 24 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.

“The Department of Commerce and Consumer Affairs is proud to sponsor the LifeSmarts competition with the Better Business Bureau of Hawaii,” said DCCA Director Mark Recktenwald. “We believe that educated consumers can better protect themselves from scam artists.”

“With the growth of technology and increasing risk of fraud, LifeSmarts provides our teens with the opportunity to learn how to be smarter consumers in the marketplace,” said DCCA Education Specialist Jacqueline Choy. “The competitions are run in a game show style that enable our teens to learn about life skills in a fun way.”

The members of the winning team are Reanna Badua, Vince Fitzgerald, Desiree Manuel, Jackie Miguel, and Erica Sare. The team was coached by Kathy Tabandera and Didorius Stepney. The winners will go on to represent Hawaii in the National Lifesmarts competition in Orlando, FL, April 21-24, 2007.

The LifeSmarts program is run by the National Consumers League and is sponsored in Hawaii by DCCA and the Better Business Bureau of Hawaii (BBB).

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

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