



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of the Director

DCCA News Release

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DCCA ANNOUNCES WINNER IN STATE'S CONSUMER COMPETITION

HONOLULU – A team from Kamehameha Schools – Kapalama Campus won the state title for the 2nd Annual Lifesmarts consumer education competition.

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,” said DCCA Director Mark Recktenwald. “We believe education is an important part of our mission.”

“LifeSmarts is an exciting competition that provides students with the opportunity to learn life skills in a fun way. It also helps them develop teamwork, communication skills and leadership skills,” said DCCA Education Specialist Jacqueline Choy. “We invite all students in grades 9-12 to join the competition in future years.”

The members of the winning team were Kainoa Frank, David Choy, Tyler Lau, and Gideon Logan. The team was coached by Jan Burns and Paul Choy. The winners will go on to represent Hawaii in the National Lifesmarts competition in Philadelphia, PA, April 22-25, 2006.

Other participants in the state finals included a team from Farrington High School and two teams from Keauu High School. The state finals were held Saturday at the State Capitol Auditorium.

The Lifesmarts program is run by the National Consumers League and is sponsored in Hawaii by DCCA.

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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