



NEWS FROM
The Student Loan People
P.O. Box 24266, Louisville, KY 40204-0266
www.studentloanpeople.com



Contact: Lori Powers
Phone: (502) 696-7378
E-mail: lpowers@kheaa.com

FOR IMMEDIATE RELEASE

The Student Loan People introduce financial literacy program

LOUISVILLE, Ky. (November 22, 2006) — A new tool is available to Kentucky students to teach them about financial matters. “It’s Money, Baby” was developed by The Student Loan People in response to requests from Kentucky colleges.

So far, “It’s Money, Baby” has been primarily used as a way for colleges to keep students in school, according to customer care manager Elaine Brumback.

“A lot of students drop out because of credit card debt,” Brumback said. “This is a way to teach them how to manage their debt and how to make and follow a budget.”

Although developed for college students, “It’s Money, Baby” is suitable for high school students and may help them make wise decisions about matters that affect their credit. The Student Loan People and its sister agency, the Kentucky Higher Education Assistance Authority (KHEAA), have made the PowerPoint version of this guide available to their outreach counselors throughout the state.

Schools interested in having an “It’s Money, Baby” presentation may call (800) 928-8926, Option 0.

As a public nonprofit agency, The Student Loan People provide exceptionally low cost education loans for students and parents through the Federal Family Education Loan Program .

For more information about student loans, visit www.studentloanpeople.com; write The Student Loan People, P.O. Box 24328, Louisville, KY 40224-0328; or call (888) 678-4625. For more information about the state’s scholarship and grant programs, visit www.kheaa.com; write KHEAA, P.O. Box 798, Frankfort, KY 40602-0798; or call (800) 928-8926.