**FOR IMMEDIATE RELEASE**

Southland Credit Union Announces Participation in the EVERFI Financial Literacy Bee to Support Youth Financial Education

*Financial Literacy Month student challenge equips young people with*

*money management skills and supports remote learning*

**March 23, 2021 Los Alamitos, CA** — Southland Credit Union today announced that it is sponsoring the EVERFI Financial Literacy Bee, taking place April 1-15, 2021. The EVERFI Financial Literacy Bee is a nationwide financial literacy challenge for high school students.

As families across the country are struggling financially in the wake of the pandemic, from unemployment to career shifts to a reduction in income, the EVERFI Financial Literacy Bee provides an opportunity for students to learn the critical importance of saving and budgeting for short-term and long-term financial goals.

The virtual challenge, created by social impact education innovator EVERFI, and supported by leading financial institutions nationwide, features four short digital lessons followed by a capstone essay contest in which students share a short-term or long-term savings goal and outline their plan to achieve that goal. Winners of the EVERFI Financial Literacy Bee will receive a total of up to $20,000 in college scholarships.

Additionally, Southland Credit Union will sponsor a bonus $1,000 scholarship for Los Angeles County and Orange County students who compete in the national contest.

“Financial wellness is a key component in achieving a contented and fulfilling life,” said Thomas Lent, Southland Credit Union President & CEO. “Southland is committed to promoting greater financial wellbeing for our Members and our communities, and we believe that starts with a solid foundation of meaningful financial education. We are proud to work with EVERFI on this initiative to support our local students.”

By competing in the challenge, participating students will gain new skills to create a personalized financial decision-making framework they can apply to their lives now and in the future. Topics include how to save, set financial goals, budget, and invest.

“The pandemic has shone a bright light on the financial vulnerability of most Americans, with 40 percent of American consumers reporting that they had trouble paying at least one bill or expense in 2020,” said Ray Martinez, co-founder and president, EVERFI. “We’ve always been committed to helping students increase their financial literacy, and during this historic time, we are also working to help parents feel more comfortable having dinner-table conversations about money. The Financial Literacy Bee is a fun way for students to learn important strategies to increase savings.”

In addition to supporting the EVERFI Financial Literacy Bee, Southland Credit Union works with EVERFI to provide K-12 schools with financial education courses in schools across Los Angeles and Orange County.

To learn more about the EVERFI Financial Literacy Bee, visit [SouthlandCU.org/Bee](https://www.southlandcu.org/promotions/financial-literacy-bee/).

**About Southland Credit Union**

Southland Credit Union is a $1 billion credit union that serves 60,000 members in Orange and Los Angeles Counties. Branch locations are in Long Beach, Los Alamitos, Downey, Carson, Santa Monica, St. John’s Health Center and the Los Angeles Federal Building in downtown Los Angeles.

Operating as a not-for-profit financial cooperative, Southland is dedicated to providing our Members with exceptional, comprehensive and innovative financial solutions, delivered with uniquely personal Southland service. For more information, visit [www.southlandcu.org](http://www.southlandcu.org).

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**About EVERFI, Inc.**

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct and other critical topics. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 41 million learners globally. In 2020, the company was recognized as one of the World’s Most Innovative Companies by Fast Company and was featured on Fortune Magazine’s Impact 20 list. Some of America’s leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, as well as Advance, Rethink Education, Rethink Impact, The Rise Fund, and TPG Growth. To learn more about EVERFI and how you can #answerthecall please visit everfi.com or follow us on Facebook, Instagram, LinkedIn, or Twitter @EVERFI.