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LOCAL NONPROFIT'S FINANCIAL EDUCATION PROGRAMS DELIVERED NATIONALLY

PORTLAND, Ore., September, 3 2014—Financial Beginnings, a Portland-based nonprofit that provides financial education programs, is partnering with COUNTRY Financial to bring their programs to the 17 states in which COUNTRY Financial operates.

Learning how to budget, manage debt and save for a rainy day is critical. And educating young people about money is not only important for their financial future, but also for the future of our communities.

In an effort to increase financial literacy across the nation, COUNTRY Financial will provide free financial literacy curriculum to children and young adults, ages kindergarten through college. Right now, only six states *require* the testing of student knowledge in personal finance, according to the Council for Economic Education.

COUNTRY Financial partnered with [Financial Beginnings](#), a nonprofit dedicated to financial literacy, to license curriculum that meets state standards. The materials will teach students about debt management, planning for higher education, the importance of insurance, and saving for special milestones.

“We believe providing finance fundamentals allows young people to make more informed choices and be better positioned to pursue their dreams,” said Melody Bell, executive director of Financial Beginnings. “We are very excited to partner with COUNTRY Financial who will help spread our financial curriculum across the country.”

As part of this partnership, COUNTRY Financial provided funding to Financial Beginnings for the launch of a new program, Pathways. Pathways helps low-income and underserved youth, successfully transition from high school to post-secondary education and beyond, through informed and proactive financial decisions.

Teachers or parents can use the free curriculum to present to children and young adults. To access the materials, or to request a classroom visit by a COUNTRY Financial representative, please visit www.countryfinancial.com/FinEd.

About Financial Beginnings

Formed in 2005 and based in Portland, OR, Financial Beginnings is a nonprofit organization that provides free financial education programs throughout the Pacific Northwest. Financial Beginnings' largest program educates youth and young adults in the basics of personal finance through visits to schools or community groups. Financial Beginnings' courses incorporate all aspects of personal finance to provide individuals the foundation needed to make informed financial decisions. More information is available at www.financialbeginnings.org.

About COUNTRY Financial

The COUNTRY Financial group (www.countryfinancial.com) serves about one million households and businesses throughout the United States. It offers a full range of financial products and services from auto, home, life and business insurance to retirement planning services, investment management and annuities.

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