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## **LT Public Relations Selects Financial Beginnings as Recipient of the 2010 Nonprofit Challenge**

*Financial Beginnings will receive pro bono communication services from LT Public Relations for one year*

**PORTLAND, Ore.**, July 20, 2010—[LT Public Relations](#), a comprehensive communications firm specializing in telling the stories of financial and professional services institutions, today announced that it has selected the recipient of the firm's first annual [LT Public Relations Nonprofit Challenge](#) which provides pro bono public relations services to a nonprofit organization for one year.

The 2010 recipient is [Financial Beginnings](#), a Portland based nonprofit that provides finance education at no cost to children and young adults throughout the Pacific Northwest. Financial Beginnings' educational programs incorporate all aspects of personal finance to give individuals the foundation they need to make informed financial decisions. Each year, the organization educates over 10,000 students through age-specific curriculum that teaches how to navigate and actively participate in the banking, credit and insurance industries.

Over the next year, the LT Public Relations team will work collaboratively with Financial Beginnings to help raise awareness and support the nonprofit's goals by providing public relations guidance such as news releases, media relations, media training, community outreach, social media and other related PR services.

"We are thrilled to assist Financial Beginnings in telling their stories of how they are educating and empowering local students," said Casey Boggs, president of LT Public Relations. "There has never been a greater need in our country for financial literacy programs, and we look forward to providing Financial Beginnings with the outreach tools that will result in more awareness and support for their programs."

"The state of the economy has proven that personal finance is not so *personal* anymore. This has been demonstrated locally by the foreclosure, bankruptcy, unemployment rates and of course the rollercoaster stock market from which everyone is feeling the effects. We are so excited to receive this generous support from LT Public Relations to help shine a spotlight on the need for financial literacy," said Melody Thompson, Financial Beginnings' executive director.

### **About LT Public Relations**

Based in Portland, Oregon, LT Public Relations, LLC is a full-service communications firm specializing primarily in servicing professional and financial institutions, as well as small businesses, entrepreneurs and non-profits. The PR firm utilizes the most relevant and current communications tools—with a hybrid of traditional and new media approaches—to develop and execute strategic public relations initiatives for its clients. More information is available at [www.ltpublicrelations.com](http://www.ltpublicrelations.com).

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### **About Financial Beginnings**

Financial Beginnings is a Portland based nonprofit that began in 2005. Its multi-session courses are offered free of charge to students and young adults throughout the Pacific Northwest through visits to their individual schools or community groups. The program incorporates all aspects of personal finance to give individuals the foundation they need to make informed financial decisions. More information is available at [www.financialbeginnings.org](http://www.financialbeginnings.org)