



For Immediate Release:
January 25, 2011

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CFO Atwater and Financial Literacy Council Announce VeteransPlus as Recipient of the 2011 Champion of Financial Literacy Award

TALLAHASSEE—Florida CFO Jeff Atwater today announced that Clearwater-based VeteransPlus has been named the winner of the 2011 Champion of Financial Literacy Award for providing financial education to more than 4,000 military personnel and their families last year. Each year, the Florida Financial Literacy Council (FFLC) selects an individual or organization that possesses a strong commitment to financial literacy education in Florida to receive the Champion of Financial Literacy Award.

“There is no greater calling than serving ones country, and VeteransPlus offers an incredibly valuable service to our men and women in uniform by empowering them with the tools and information they need to financially protect themselves and their families,” said CFO Jeff Atwater. “I am honored to recognize their efforts to promote financial literacy and support our military personnel.”

VeteransPlus provides one-on-one counseling with licensed, certified financial counselors to veterans, active-duty service members and their families. Their singular goal is to help establish a better quality of life and a sound financial future for the men and women who have served our country and their families. Between January 1, 2010 and October 30, 2010, VeteransPlus provided financial education to over 4,000 active duty Military, National Guard, Reservists, Veterans and their families at 38 events throughout Florida.

“We are honored to be recognized for this distinguished award; however, as Floridians who have worn our nations uniform continue to struggle with the economic challenges associated with multiple deployments, there is much to be done. We look forward to greater opportunities where financial literacy can lead to financial wellness for those who have served and their families,” said VeteransPlus Deputy Director Chris Fitzpatrick.

The FFLC also recognized as runner-up The Elder Consumer Protection Program at Stetson University, which focuses on providing financial education and empowerment to senior citizens through outreach presentations and web tools.

For more information about the Financial Literacy Council, visit: www.myfloridamoney.com.
For more information about the VeteransPlus program, visit: <http://www.veteransplus.org/>

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