

MEDIA ALERT

Girl Scouts Learn Budgeting, Credit-Building at “Driving My Financial Future” Launch Event with Toyota Financial Services

April 16 event includes financial literacy program for girls, celebrates \$2.1 million pledged to jump-start real change in the lives of thousands of underserved girls in the United States

WHAT:

In the spirit of **Financial Literacy Month**, Toyota Financial Services (TFS) and Girl Scouts of the USA (GSUSA) will hold **a national kick-off event on Thursday, April 16 for their new program, “Driving My Financial Future.”** TFS has pledged **\$2.1 million to help girls in underserved communities become self-reliant, financially literate**, and capable of leveraging their talent, resources, and personal business values to build a stronger economy and healthier communities.

The launch event will take place at the Toyota Campus in Torrance, California. **Hundreds of TFS volunteers (nearly all former Girl Scouts) will lead hands-on financial literacy workshops for middle and high school-age Girl Scouts**, who will be able to earn two badges. Activities will focus on budgeting, comparison shopping, cost and buying power, good credit, and financing their futures. Along with Anna Maria Chávez, CEO of Girl Scouts of the USA, and Mike Groff, CEO of Toyota Financial Services, top executives from TFS, GSUSA, and Girl Scouts of Greater Los Angeles will also hold a meet-and-greet 30 minutes prior to the event.

With the launch of "Driving My Financial Future," **GSUSA and TFS will empower 26,000 underserved girls across the country** with tools necessary not only to feel confident in their financial decisions but also to build financial capability. TFS will conduct financial empowerment events nationwide with TFS volunteers; provide college scholarships ranging from \$5,000 to \$20,000; and offer the *Girl's Guide to Girl Scouting* handbooks to new Girl Scouts in 10 councils across the country—including **Girl Scouts of Greater Los Angeles**—which volunteers can then use to help girls earn financial literacy badges and a Toyota participation patch.

WHEN:

Thursday, April 16, 4–6p.m.

WHERE:

Toyota Campus, 19001 S Western Ave; Torrance, California 90501

WHO:

140 LA-area Girl Scouts in grades 6–12; hundreds of Toyota Financial Services volunteers and Girl Scout alumnae; Mike Groff, CEO of Toyota Financial Services; Anna Maria Chávez, CEO of Girl Scouts of the USA; Lise L. Luttgens, CEO of Girl Scouts of Greater Los Angeles.

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ADDITIONAL FACTS:

Financial literacy programs for girls are vital: According to the Girl Scout Research Institute (GSRI), 90 percent of girls say it is important for them to learn how to manage money and 68 percent are interested in learning about how to save money and plan for the future. Yet only 12 percent of girls say they are confident in making financial decisions.

With less than half the states in the U.S. offering financial education in schools, it is vital that girls are provided access to solid, foundational information on the world of personal finance.

PHOTO/B-ROLL OPPORTUNITIES:

Great images of enthusiastic girls and women role models taking part in hands-on financial literacy activities.

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