



Brian J. Stiger
Director

COUNTY OF LOS ANGELES DEPARTMENT OF CONSUMER AFFAIRS

Members of the Board

Gloria Molina
Mark Ridley-Thomas
Zev Yaroslavsky
Don Knabe
Michael D. Antonovich

"To Enrich Lives Through Effective and Caring Service"

PRESS RELEASE

For Immediate Release
October 31, 2014

Contact: Dawnnesha Smith
(213) 974-4120

National Consumers League Names The Department of Consumer Affairs as the LifeSmarts Statewide Coordinator for California

The National Consumers League recently named the Los Angeles County Department of Consumer Affairs (DCA) as the new coordinator for California's LifeSmarts program and announces open registration for the 2014-2015 school year.

LifeSmarts is a fun, team-based competition designed to teach middle school and high school students the knowledge and skills they need to be smart, consumer savvy adults. The program covers 5 topic areas: health and safety, technology, consumer rights and responsibilities, the environment and personal finance. Students gain meaningful consumer knowledge and the confidence to successfully navigate today's dynamic marketplace. With online quizzes to test their knowledge, students in the top-scoring teams will be invited to compete at the in-person State Championship in Downtown Los Angeles on February 20, 2015. The winner will be invited to represent California at the National LifeSmarts Championship in Seattle, Washington from April 17-20, 2015.

"We are pleased to partner with the National Consumers League and serve as the state-wide coordinator for California. LifeSmarts is a great opportunity for young people to learn about their consumer rights and responsibilities in the marketplace and make wise consumer decisions in a fun and engaging way" said Brian J. Stiger, DCA Director. "Not only does it teach them to be smart consumers but it also increases their confidence as they begin to master the subjects they learn."

Created by the National Consumers League, LifeSmarts is a great way for teachers to incorporate these important topics into their existing curriculum. LifeSmarts also works well as an after school activity for teen clubs, homeschool associations, faith-based ministries and others.

For more information, contact Dawnnesha Smith of the Department of Consumer Affairs at dsmith@dca.lacounty.gov.