

What is LifeSmarts?

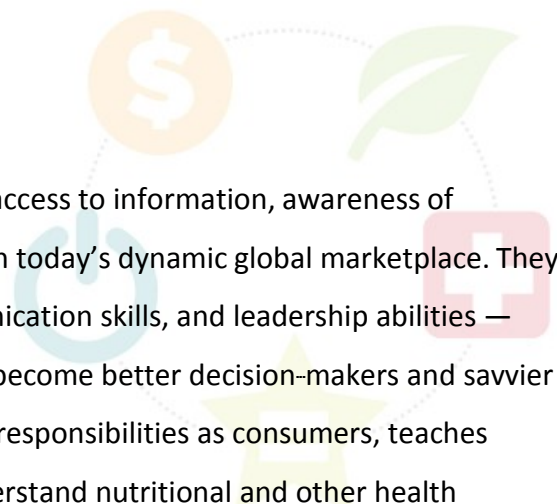
LifeSmarts, the ultimate consumer challenge, is an educational program that develops the consumer and marketplace skills of teenagers in a fun way and rewards them for knowledge they demonstrate. The program complements any curriculum in high schools and can be used as an activity for classes, groups, clubs, and community organizations. LifeSmarts competitions are run in a game show style and open to all teens in the United States in grades 9 through 12. Teams of teens compete online and in state matches, with the state winners going to the national competition to vie for the LifeSmarts championship title.

What Does LifeSmarts Teach Teens?

LifeSmarts is a flexible classroom or group activity that teaches teens to be smart and responsible consumers and citizens. The content focuses on five key areas of consumer knowledge that teens need to know to function effectively in today's marketplace. LifeSmarts participants learn about:

- Personal Finance
- Health and Safety
- The Environment
- Technology
- Consumer Rights and Responsibilities

Participants gain meaningful consumer knowledge, access to information, awareness of consumer resources, and confidence to participate in today's dynamic global marketplace. They also develop teamwork, self-esteem, verbal communication skills, and leadership abilities — and have fun in the process. LifeSmarts helps teens become better decision-makers and savvy consumers. It makes them aware of their rights and responsibilities as consumers, teaches them how to spot and avoid scams, helps them understand nutritional and other health



information, and much more. Because many teens begin working during high school, LifeSmarts introduces them to workplace protections, too. It's easy to find materials to prepare for the competition. Government agencies, businesses, consumer groups, and trade associations provide Web sites, brochures, videos, teaching guides, textbooks, and other excellent educational resources. Most resources are available online. The National Consumers League's experts also use a broad range of consumer resources to develop lessons, flashcards, Web pages, and other study aids.

Who Runs the Program?

The National Consumers League (NCL), founded in 1899, is a national nonprofit organization that protects and promotes social and economic justice for consumers and workers in the United States and abroad. The League offers the learning experience of LifeSmarts to middle school and high school students and coaches throughout the United States. NCL operates LifeSmarts and works in partnership with other nonprofit, government, and education groups. The County of Los Angeles Department of Consumer Affairs serves as the California State Coordinator.

Destination: LifeSmarts National Competition

The LifeSmarts national competition is held in different cities across the United States, providing teens and coaches an opportunity to see and learn about different areas of the country. Champion teams from across the country travel to represent their states at nationals, where students, coaches, and state coordinators meet sister teams, sightsee, experience days of intense competition, enjoy networking opportunities and tourist attractions, and walk away with an array of valuable prizes.

This year's national championship will be held in Seattle, Washington April 17-20, 2015.