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**CONSUMER &
BUSINESS AFFAIRS**

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PRESS RELEASE

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LYNBROOK HIGH SCHOOL WINS CALIFORNIA LIFESMARTS COMPETITION

The County of Los Angeles Department of Consumer and Business Affairs (DCBA) is proud to announce Lynbrook High School of San Jose as 2017 California state champions for LifeSmarts, a national consumer-literacy team competition for high school students. DCBA, as part of the County's Center for Financial Empowerment, coordinates the LifeSmarts competition in California.

Lynbrook High's four-student team, under the guidance of Coach Jennifer Griffin, successfully demonstrated their knowledge of LifeSmarts' five consumer literacy cornerstones: health and safety, technology, consumer rights and responsibilities, the environment, and personal finance. Lynbrook completed an online timed assessment to qualify for the title. Lynbrook's score edged competitors Lincoln High School of Los Angeles, and 2016 State champion San Luis High School of Los Banos.

"We all have learned so much from LifeSmarts about personal finance, consumer rights, and more and find ourselves applying the knowledge gained in other aspects of our lives," said Rohan, a Lynbrook team member.

"Our dynamic marketplace needs young consumers demonstrating financial empowerment," said DCBA Director Brian J. Stiger. "Our LifeSmarts participants showed they have the know-how that will help them succeed as they enter adulthood."

The State Champions will now have the opportunity to travel to Pittsburgh in April and represent California in the LifeSmarts National Competition, where teams from more than 30 states will compete for prizes including college scholarships. The team is currently raising travel funds.

About LifeSmarts: *LifeSmarts is a team-based competition designed to teach middle school and high school students the knowledge and skills they need to be smart, consumer savvy adults. 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.*

Since 1976, the County of Los Angeles Department of Consumer and Business Affairs (DCBA) has served consumers, businesses, and communities through education, advocacy, and complaint resolution. We work every day to educate consumers and small business owners about their rights and responsibilities, mediate disputes, investigate consumer fraud complaints, and enforce Los Angeles County's minimum wage ordinance. For more information, visit dcba.lacounty.gov.

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