



PRESS RELEASE

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Media Contact:
Rosemary George (202) 898-6530

Chairman Don Powell to Appear on PBS's "Moneywise with Kelvin Boston"

FOR IMMEDIATE RELEASE

Federal Deposit Insurance Corporation (FDIC) Chairman Don Powell will appear tomorrow on "Moneywise with Kelvin Boston," which airs on public television stations across the country. Chairman Powell will discuss the array of financial services and products offered by banks and how consumers can best use them. He will also talk about the importance of financial literacy, including the FDIC's *Money Smart* initiative.

Money Smart is an award-winning financial literacy curriculum that targets low- to moderate-income consumers. Through the FDIC's *Money Smart* Alliance Partners, more than 100,000 people have taken the *Money Smart* curriculum, and more than 14,000 new banking relationships have been established. *Money Smart* is available in English, Spanish, Chinese, Korean and Vietnamese.

Joining Chairman Powell on the program is John Bryant, CEO of the Los Angeles-based Operation Hope. Operation Hope is one of the more than 600 *Money Smart* Alliance partners.

"Moneywise with Kelvin Boston" is designed to help viewers earning between \$25,000 and \$100,000 understand basic financial planning concepts, increase their net worth, and use their financial resources more effectively.

The program featuring Chairman Powell will premier on Washington, D.C.-based WHUT-TV April 9 at 6:30 a.m. and then again at 7:30 p.m. Later in the month it will be made available to other PBS stations across the country. For times and channels check local listings. To learn more about the FDIC's *Money Smart* initiative visit www.fdic.gov.



Congress created the Federal Deposit Insurance Corporation in 1933 to restore public confidence in the nation's banking system. It promotes the safety and soundness of these institutions by identifying, monitoring and addressing risks to which they are exposed. The FDIC receives no federal tax dollars — insured financial institutions fund its operations.

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