



Borrow Smart Alabama takes financial education program online

Online tips launched in honor of National Financial Literacy Month

April 29, 2010 – In honor of National Financial Literacy Month, Borrow Smart Alabama has launched an online version of its financial education program.

Borrow Smart, in partnership with the Oliver Robinson Foundation, introduced its “Building a Foundation for Financial Success” program in 2008 in response to the economic climate and the lack of financial education tools for young people. Lectures have been presented at junior colleges and high schools across Alabama by Alabama State Representative Oliver Robinson, a former banker and educator.

This month, Borrow Smart launched www.BorrowSmartEducation.com, an online version of its education program, to broaden the reach of the program beyond students. Borrow Smart also expanded its seminar audience by presenting its program to residents at the Huntsville Housing Authority.

“When we launched this program we really had no idea that we were at the beginning of the worst recession this country has seen in decades,” said Charles Hunter, spokesperson for Borrow Smart Alabama. “As people continue to struggle financially, we wanted to make our simple financial education tools available to more people.”

Borrow Smart is a short term lenders association with more than 400 member stores across the state. Its “Building a Foundation for Financial Success” provides information to help people learn to budget, understand their credit history and begin saving.

The Oliver Robinson Foundation works to empower Alabama’s working families through community education. In addition to providing financial literacy training, the foundation publishes *Community Reinvestor* magazine. Distributed through the Alabama Department of Human Services, the magazine shares news about community programs available in the state.

Robinson said he is excited to have the opportunity to reach beyond students.

“Over my many years speaking to students, I have found that the teachers are often more interested in learning as the young people,” Robinson said. “When you have rent to pay and a big stack of bills every month, you suddenly want to learn as much as you can about finances. I would encourage anyone who wants to improve their personal finances to check out the tips at www.BorrowSmartEducation.com.”

For more information, members of the media should contact Robin Oliver at (205) 322-5646 ex. 103 or roliver@borrowsmartalabama.com.

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Borrow Smart Alabama is a not-for-profit trade organization with more than 400 member stores in the state of Alabama. Borrow Smart's mission is to educate our customers and the media about short term lending, to ensure fair treatment of customers and to honor them by protecting the future of our industry.