

Media Release Template: REP4®FinLit Program Launch

FOR IMMEDIATE RELEASE

[UNIVERSITY NAME] Launches REP4®FinLit to Empower Students with Financial Confidence

Student-centered financial literacy experience designed by and for students now available to [UNIVERSITY NAME] students

[City, State] – [Date] – [UNIVERSITY NAME] is proud to announce the launch of REP4®FinLit, an innovative, learner-driven financial literacy experience designed to help students build financial confidence, develop practical money management skills, and connect financial decisions to their future goals.

Created through the REP4® (Rapid Education Prototyping) initiative, REP4®FinLit was developed by college students for college students to make financial education more accessible, relatable, and engaging for today's learners.

The digital experience combines personalized learning, self-paced microlearning modules, interactive tools, and peer-driven community engagement to support students as they navigate topics such as budgeting, credit, saving, student loans, and financial independence.

“[INSERT UNIVERSITY LEADER QUOTE ABOUT HOW REP4®FINLIT BUILDS ON OR COMPLEMENTS THE INSTITUTION'S EXISTING FINANCIAL LITERACY, FINANCIAL WELLNESS, OR STUDENT SUCCESS EFFORTS, AND THE VALUE OF ADDING A STUDENT-DESIGNED EXPERIENCE],” said [NAME, TITLE].

A central feature of the program is the Money Mindset Quiz, which helps students identify one of eight financial personality types and better understand their relationship with money. The program also includes bite-sized learning content and opportunities for students to engage with peers in an online learning community.

REP4®FinLit reflects a growing national movement to rethink how financial literacy is taught to student learners through personalized, digital-first, and socially connected experiences.

“[INSERT STUDENT QUOTE ABOUT HOW REP4®FINLIT COMPLEMENTS THE FINANCIAL RESOURCES OR EDUCATION ALREADY AVAILABLE TO STUDENTS AND OFFERS A RELATABLE, STUDENT-CENTERED WAY TO ENGAGE WITH MONEY],” said [STUDENT NAME, YEAR/MAJOR].

REP4®FinLit was originally developed through a collaboration between [Grand Valley State University and the Fifth Third Foundation](#) as part of a broader effort to create learner-designed solutions that improve student success and equity in higher education.

Through the program, students are encouraged not only to learn about personal finance, but also to become creators, collaborators, and advocates for financial wellness within their campus communities.

Anyone can discover their Money Mindset at quiz.REP4FinLit.org. Students can explore the full REP4®FinLit experience at REP4FinLit.org.

About [UNIVERSITY NAME]

[INSERT STANDARD UNIVERSITY BOILERPLATE]

About REP4®FinLit



REP4®FinLit is a first-of-its-kind learner-driven financial literacy experience created by students for students. The program combines personalized learning, gamification, peer community, and digital resources to help college students build financial knowledge and move toward financial independence. REP4®FinLit originated through the REP4® national alliance focused on empowering learners to help design the future of higher education.

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