

H&R Block Partners With Council for Economic Education to Improve Financial Literacy -- One Game at a Time

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Partnership Combines Curriculum and Online Gaming to Teach Teens Real-World Money Lessons

Nov 02, 2012 (Marketwire via COMTEX) --H&R Block Inc. (NYSE: HRB) - [H&R Block Dollars & Sense](#), which provides personal finance curriculum and scholarships to high schools nationwide, has partnered with the [Council for Economic Education \(CEE\)](#), the leading U.S. organization focused on economic and financial education for students. The partnership brings additional financial education resources to teachers across America, powered by Gen i Revolution, an online game that provides a fun and motivating learning environment for students.

"While only a third of U.S. states currently require personal finance education in schools, we believe all students should have access to tools that will drive teens' financial fitness," said Amy McAnarney, president of H&R Block retail client services. "Through H&R Block Dollars & Sense, we've donated more than \$3 million in scholarships and grants to aid in this effort. Working with the Council allows us to help even more students learn critical personal financial management techniques in fun and interactive ways."

CEE's free [Gen i Revolution](#) game features 15 interactive missions to help students learn personal finance concepts. Within each mission, students are introduced to a character facing a financial crisis. Students learn about the crisis, strategically select "operatives" and complete activities while competing against classmates to solve the mission.

The Gen i classroom companion guide, [Learning, Earning, and Investing® for a New Generation](#), helps teachers integrate the online game with classroom activities. To kick off the partnership, H&R Block will give away 650 copies of the companion guide this month. Teachers can enter to win Nov. 1 - 30 at [www.hrblockdollarsandsense.com](#). Winners will be determined by a random drawing each Monday through Dec. 3 and announced on the [H&R Block Dollars & Sense](#) website and [Facebook](#) page.

"We are thrilled that H&R Block Dollars and Sense is supporting our important mission to instill in young people the fourth 'R' -- a real-world understanding of personal finance," said Nan J. Morrison, President and CEO, Council for Economic Education. "Financial literacy skills will help these teens grow into successful and productive adults, capable of making informed and responsible decisions."

For more information, visit [www.hrblockdollarsandsense.com](#) or [www.facebook.com/hrbds](#).

About H&R Block Dollars & Sense

Funded by H&R Block Inc. (NYSE: HRB), one of the world's largest tax services providers, H&R Block Dollars & Sense provides personal finance curriculum to high schools and scholarships to students nationwide. Since 2009, H&R Block Dollars & Sense has donated more than \$3 million in grants and scholarships. For more information, visit [www.hrblockdollarsandsense.com](#).

About Council for Economic Education

The Council for Economic Education (CEE) is the leading organization in the United States that focuses on the economic and financial education of students from kindergarten through high school. For the past 60 years, its mission has been to instill in young people the fourth "R" -- a real-world understanding of economics and personal finance. For more information, visit [www.councilforeconed.org](#).

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