

COUNCIL FOR ECONOMIC EDUCATION

#MYSAVINGSTIP CAMPAIGN

In April 2017, Council for Economic Education and Natalie Zfat partnered for their second annual Financial Literacy Month campaign. To inspire students to start thinking and talking about money, CEE engaged 28 entrepreneurs, economists and editors to publish their #1 money-saving tips.



MEDIA

THE
HUFFINGTON
POST

LinkedIn



Mashable

Entrepreneur
MAGAZINE

MEDIA: 9 ARTICLES
+
100M IMPRESSIONS

SOCIAL: 1,192 POSTS
+
32M IMPRESSIONS



PARTICIPANTS

- **Mark Cuban**, Investor, Entrepreneur, Television Personality and Owner of NBA's Dallas Mavericks
- **Lo Bosworth**, Entrepreneur, Author and Creator of TheLoDown
- **Melissa Giannini**, Editor-in-Chief, Nylon Magazine
- **Elizabeth Gore**, Entrepreneur-in-Residence at Dell, Chair of the United Nations Foundation's Global Entrepreneurs Council
- **Kelli B. Grant**, Consumer Reporter, CNBC
- **Megan Hess**, Mobile Editor, Bloomberg
- **Dan Kadlec**, Journalist and Author
- **Brian Kelly**, Founder and Editor-in-Chief at ThePointsGuy.com
- **Beth Kobliner**, Journalist and The New York Times Best Selling Author
- **Jeffrey M. Lacker**, Economist
- **Ron Lieber**, The New York Times "Your Money" columnist and Author
- **Erin Lowry**, Founder of Broke Millennial
- **Dr. Annamaria Lusardi**, Denit Trust Endowed Chair of Economics and Accountancy at the George Washington School of Business
- **Kathryn Minshew**, Founder & CEO at The Muse, contributor to HBR, WSJ & Bloomberg
- **Nan J. Morrison**, President & CEO, Council for Economic Education
- **Brian Page**, Teacher, Reading High School, Cincinnati, Ohio
- **Mona Patel**, Founder and CEO of Motivate Design
- **Carrie Schwab-Pomerantz**, President, Charles Schwab Foundation and SVP Charles Schwab
- **Rosie Pope**, Creative Director and Co-Founder of Rosie Pope Maternity
- **Chondra Sanchez**, Creative Co-Director and Writer at Evil Ink Comics
- **Chris Siegfried**, Mortgage Consultant, HomeStreet Bank
- **Ann Shoket**, Author of The Big Life, former Editor-in-Chief Seventeen Magazine
- **Andrew Ross Sorkin**, The New York Times Columnist/Editor, CNBC Squawk Box Co-Author, Author and Creator/Executive Producer of BILLIONS on Showtime
- **Alexa von Tobel**, Founder and CEO, LearnVest
- **Tara Lynn Wagner**
- **Natalie Zfat**, Entrepreneur and Forbes Contributor
- **Sam Zises**, Founder and CEO, Learned Media
- **Randi Zuckerberg**, Founder and CEO, Zuckerberg Media

Natalie
Zfat



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