

## PRESS RELEASE

<b>DATE:</b> 09 <sup>th</sup> APRIL, 2015 Signed: <i>[Signature]</i>	<b>CONTACT:</b> Public Relations Division (00266)22232429/22232094/5/	<b>Embargo:</b> For immediate release Ref:09042015/1
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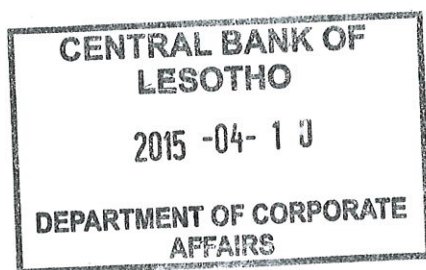
The Central Bank of Lesotho in collaboration with major stakeholders within the financial sector will be hosting a series of events between the 13<sup>th</sup> and 25<sup>th</sup> April, 2015 to celebrate the Global Money Week 2015.

The global Money Week is an international public awareness campaign designed to help consumers better manage their personal finances. This campaign is aimed at improving financial awareness and literacy through activities that give public information on all finance issues related to banking, insurance, microfinance and mobile money. This year's theme is "Save Today. Safe Tomorrow."

The Lesotho Money Week 2015 is part of this global celebration. Countries from every continent are participating in order to raise awareness of the importance of financial education and financial inclusion for children and youth. These international celebrations are carried out to promote the importance of financial rights, and especially for children and youth. One of the most obvious consequences of financial illiteracy is that many young and adult populations are struggling with large amounts of debt, resulting in negative repercussions on their development and well-being today. With financial access and financial education, children, youth and adults can learn to save and spend money responsibly.

During this week, a series of activities will be held to engage communities to learn how money works, including saving, creating livelihoods, gaining employment, and becoming entrepreneurs. These activities will, among others, include: an official launch by the Governor of the Central Bank of Lesotho, Dr. Rets'elisitsoe Matlanyane on Monday 13 April, 2015 which will be followed by high school visits and presentations on 15, 16 and 17<sup>th</sup> as build up activities to the Money Week Campaign which will run from 20<sup>th</sup> to 25<sup>th</sup> April, 2015. During the school visits, about 3,000 money boxes will be distributed as an initiative to encourage young people to save today for a better tomorrow. All in all, the Lesotho Money Week 2015 will be celebrated through the following activities:

ACTIVITY	DATE	VENUE	TIME
Launch & Press Conference	13 April 2015	Maseru Sun	10:00AM
High School Presentations	15, 16 & 17 April 2015	ECOL, Khubetsoana	2:00PM
Radio & TV Presentations	20 – 23 <sup>rd</sup> April 2015	Maseru	7:00 – 11:00AM
Essay Competition	23 <sup>rd</sup> April 2015	Victory Hall, Pioneer Mall	2:00PM
Round Table	23 <sup>rd</sup> /24 <sup>th</sup> April 2015	Lesotho Sun	6:00PM
Exposé	24 – 25 <sup>th</sup> April 2015	Pioneer Mall	9:00AM – 5:00PM



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