**Date**

Deborah Thompson

Pearson Publishing

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Dear Ms. Thompson:

My school district, along with many others in California, has placed instruction in personal finance as a priority for its students. These schools are interested in materials that incorporate personal finance lessons in mathematics, social science, health and English language arts.

The reasons for this emphasis are many. Personal finance education brings additional relevance to other subjects by teaching students goal setting, the importance of making informed decisions and how to invest in themselves. Financially aware young adults are better citizens, which benefits the community, the state and the nation.

Personal finance education supports California education strategies such as linked learning and it reinforces Common Core State Standards in critical thinking and problem solving. The California Legislature has passed legislation (Assembly Bill 166, August 26, 2013) requiring personal finance education to be incorporated in future versions of social sciences, health and math curricula.

With the increased focus on the need to demonstrate relevance in the classroom, many districts will potentially look at personal finance instruction as a criteria in their evaluation of materials for various subjects. We strongly recommend including personal finance explanations/questions/problems/ activities as you develop subject matter for your publications.

Sincerely,

**NAME**

**District**