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## FITMONEY.ORG AND NEW ENGLAND PATRIOT BRANDON COPELAND TEAM UP WITH FAMILIES TO TACKLE FINANCIAL LITERACY

Newton, MA, April 15, 2020 - FitMoney.org, creator of free, standards-aligned K-12 financial literacy curriculum, is thrilled to announce a new partnership with New England Patriots linebacker, University of Pennsylvania professor, and entrepreneur Brandon Copeland to encourage increased financial health among children and youth.

FitMoney.org and Copeland are teaming up to provide free online videos and content that will help parents educate their kids, particularly during a time of heightened economic instability, about the value of saving and making smart financial decisions. In the first episode of “Brandon Copeland’s Financial Playbook,” which goes live for the first time on Wednesday, he helps parents talk to their kids about budgeting, with lessons that are age-appropriate for young children all the way through high school. Additional free material at [FitMoney.org/Brandon](http://FitMoney.org/Brandon) helps parents educate kids about the difference between needs and wants, how to make spending decisions, and how to understand family expenses.

Copeland, who recently joined the Patriots and will be moving with his family to the Boston area this summer, has long been a passionate advocate of a smarter approach to personal finances. He is currently teaching a financial literacy seminar at his alma mater, the University of Pennsylvania Wharton School, and hosting webinars with his fellow National Football League (NFL) players to share his expertise, in conjunction with the NFL Players Association. A graduate of the University of Pennsylvania’s Wharton School with a Bachelor of Science in economics, Copeland owns two real estate companies and has worked in the offseason for the investment bank UBS.

“I’m excited both to be a New England Patriot and to be able to talk to kids and their parents about the lifelong value of financial literacy,” Copeland said. “I’ve been fortunate in my career, but I’ve also worked hard to make the most of that, saving and investing in ways that will benefit me later in life. As a new parent, I am even more passionate about teaching kids early the value



of money and making wise choices. FitMoney.org is the perfect organization to help me share my own experiences and expertise with others, and I think we'll be a great team.”

“Brandon is the living embodiment of the FitMoney.org mission,” said Cynthia A. Fisher, the Founder and Board Chair of FitMoney.org. “Particularly with so much economic uncertainty and financial tumult amid the global pandemic, it’s more important than ever for parents to be able to communicate with and educate their kids about smart financial decisions. FitMoney.org is adapting its in-class K through 12 curriculum for parents to be able to work through valuable financial literacy lessons with their kids at home. We think Brandon will be an incredible partner for a crucial learning opportunity.”

The partnership between FitMoney.org and Copeland will consist of free financial literacy materials and a limited series of online videos. Self-quarantining at his New Jersey home, Copeland offers easily digestible advice about how to talk about financial literacy with kids, explaining, “The decisions we make today about our money will matter for years and years to come.”

Founded in 2016, FitMoney.org is a 501(c)3 organization that empowers students, parents/caregivers, and educators to gain competence and confidence in money matters, develop sound financial habits, and create a healthy, lifelong relationship with money. In the time of the COVID-19 crisis, FitMoney.org encourages parents and teachers to use our free lessons at home or in their virtual classrooms. The Common Core-aligned curriculum has been embedded in North Andover, East Bridgewater, Weston, Charlestown, and other districts in Massachusetts thus far, and the organization has plans to expand in New England this year and nationally in the future. To see all the lessons, modules and videos, please visit [www.FitMoney.org](http://www.FitMoney.org) and [www.FitMoney.org/Brandon](http://www.FitMoney.org/Brandon).

**Brandon Copeland is available for limited media inquiries. For all media inquiries and media requests, please contact Jessica Pelletier.**