

# Media Advisory from CFALA

**For Immediate Release**

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## **What Now, Mr. Bernanke?**

LOS ANGELES – Policymakers and investors wondering what to make of the current economic situation and volatile stock market will get some advice Thursday from a source they may not have considered – high school students who are competing in the finals of the 2010 Capital Markets Contest developed and run by the California Council on Economic Education in partnership with the CFA Society of Los Angeles (CFALA).

Gathering at – where else? – the Los Angeles branch of the Federal Reserve Bank of San Francisco, 10 four-person teams from high schools throughout Southern California will present their answers to the questions on many people’s minds: “Where are we, where are we going, and when are people going to get their jobs back?”

There’s real money, and more, at stake here. Each member of the winning team – and their teacher – receives \$500 and a trip to New York City to visit the New York Stock Exchange, New York Federal Reserve Bank and the headquarters of NASDAQ. Runners-up receive \$300 each, and third place is worth \$100 each. Judges are investment industry professionals.

The finals run from 9:30 a.m. to 2 p.m. at the Federal Reserve Bank of San Francisco, L.A. Branch, 950 S. Grand Ave. Los Angeles, CA 90015. 213-683-2300

Now in its seventh year, the Capital Markets Contest promotes interest in economic education, honors high-achieving students and showcases outstanding high school economics programs. The contest, which this year attracted about 600 students, is hosted by the CCEE, which advances economic and financial literacy among California’s youths. The lead sponsor is the CFA Society of Los Angeles (CFALA), a network of investment management professionals in the greater Los Angeles area working to disseminate useful financial information and increase awareness of the value of the Chartered Financial Analyst (CFA®) designation, which is intended to lead the investment profession by setting the highest standards of ethics, education, and professional excellence. Other funders include First Credit Bank, U.S. Bank, State Farm, RMJ Foundation, Bank of the West, City National Bank, Comerica, Wells Fargo, FOX Group and ROTH Capital Partners.

Members of the media are invited to attend. For additional information about the Capital Markets Contest, please contact program manager Bernard Mauricia at 951-

296-7499 or [bmauricia@ccee.org](mailto:bmauricia@ccee.org), or Steve Fox at 805-647-8225 or [steve@silverfoxco.com](mailto:steve@silverfoxco.com). You may also visit [www.ccee.org](http://www.ccee.org) and go to Programs/Capital Markets Contest.

**Thursday, May 27, 9:30 a.m. to 2 p.m.**  
**Federal Reserve Bank of San Francisco, L.A.Branch**  
**950 S. Grand Ave.**  
**Los Angeles, CA 90015**  
**Phone: 213-683-2300**

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