



Office of Executive Director

FOR IMMEDIATE RELEASE: January 11, 2022

Contact: Info@gervonnicares.org

FOR IMMEDIATE RELEASE

Empowering Financial Literacy: Stuck in the Middle (SIM) Program Launches in Phoenix, AZ

Phoenix, AZ — January 2022 — Financial literacy is the cornerstone of economic empowerment, and Stuck in the Middle (SIM) is proud to announce the launch of its comprehensive financial literacy program in Phoenix, Arizona. With a commitment to bridging the gap in financial education, SIM is poised to make a significant impact in the community by offering accessible and valuable resources to adults.

The SIM program, tailored for adults, aims to equip participants with essential financial skills and knowledge necessary to navigate today's complex financial landscape. Through interactive Zoom sessions and in-person workshops, participants will engage in dynamic learning experiences led by seasoned financial educators.

One distinguishing feature of the SIM program is its provision of laptops to all participants. Recognizing the importance of digital access in today's world, SIM ensures that every learner has the necessary tools to engage fully with the program curriculum and resources.

Moreover, upon successful completion of the 6 to 8-week program, participants will not only have gained invaluable financial literacy skills but will also have the opportunity to keep the laptops provided to them throughout the duration of the program. This initiative, facilitated in collaboration with the National Financial Educators Council, underscores SIM's commitment to empowering individuals to take charge of their financial futures.

"We believe that financial literacy is a fundamental skill that should be accessible to all," said Tristan Flemming, Marketing Director at GCI. "With the launch of our program in Phoenix, we are excited to empower adults in our community with the knowledge and tools they need to make informed financial decisions."

GCI invites members of the press and community leaders to join in celebrating the launch of this impactful initiative. Together, we can foster a culture of financial empowerment and create a brighter future for individuals and families in Phoenix.

Gervonni Cares, Inc., is a qualified 501(c)3 tax-exempt nonprofit organization, and donations are tax-deductible to the full extent of the law. EIN: 85-2229689 – Tolleson, AZ



For more information about the Stuck in the Middle program and how to get involved, please visit www.gervonnicares.org or contact info@gervonnicares.org.

About Stuck in the Middle (SIM):

Stuck in the Middle (SIM) addresses the following needs: financial literacy, and food insecurities. Additionally, vehicle repair, utility, and eviction prevention assistance for working families.

****About Gervonni Cares, Inc:**

At Gervonni Cares we strive to break the cycle of poverty by providing tangible resources and education that enable individuals to make informed financial decisions and improve their overall well-being.

Gervonni Cares, Inc., is a qualified 501(c)3 tax-exempt nonprofit organization, and donations are tax-deductible to the full extent of the law. EIN: 85-2229689 – Tolleson, AZ