

February 4, 2025



Intuit Teams Up with NFL's Inspire Change at Super Bowl LIX to Encourage Financial Literacy

Intuit commits to increasing financial literacy in the US by empowering 50 million learners by 2030

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU), the global financial technology platform that makes [Intuit TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), today announced the launch of its national Financial Literacy Forum series and Hour of Finance Challenge. Kicking off during Super Bowl LIX week in New Orleans, Intuit is collaborating with the **NFL's Inspire Change** initiative and the **New Orleans Saints** to host a **Financial Literacy Forum** aimed at empowering local students with essential financial skills in a fun and engaging way. This forum kicks off Intuit's broader Financial Literacy Forum series, hosting a number of student events across the country.

Taking place in New Orleans on February 4, 2025, the event will welcome 400 high school students and teachers from New Orleans' west side schools. The forum will provide hands-on financial education tools powered by **Intuit for Education**, aligning with Intuit's mission to power prosperity and the NFL's commitment to social impact, which includes an economic empowerment pillar.

"Financial literacy is essential for empowering students to build secure and prosperous futures," said Dave Zasada, vice president of Education and Corporate Responsibility at Intuit. "Through our collaboration with the Saints and NFL's Inspire Change, Intuit is empowering students with tools to achieve financial confidence and advancing our goal to help 50 million students become more financially literate, capable, and confident by 2030."

Students at the Financial Literacy Forum will participate in:

- **Interactive icebreakers** to introduce core financial concepts.
- **A dynamic panel discussion** featuring New Orleans Saints linebacker [Demario Davis](#) and LSU basketball star and artist [Flau'jae Johnson](#), who will share personal stories about the importance of financial literacy in achieving their goals.
- **Real-world breakout sessions** covering budgeting, credit, taxes, and more, offering practical tools for financial success.
- A celebratory **student reception** with Intuit x Super Bowl LIX branded giveaways.

A Nationwide Movement for Financial Education

Intuit will kick off the Financial Literacy Forum during Super Bowl week in New Orleans and will host a series of high impact student events across the country including:

- **San Francisco/Bay Area, CA:** in partnership with 49ers Foundations (March 21)

- **Washington, D.C.:** in partnership with Washington Commanders (March 26)
- **Los Angeles, CA:** in partnership with LA Clippers at the Intuit Dome (April 1)

“The NFL is committed to building stronger communities through programs that inspire our next generation to be successful,” said Anna Isaacson, senior vice president of social responsibility for the NFL. “This partnership with Intuit allows us to provide young people with the tools they need to make informed financial decisions that will positively impact their lives and their futures.”

Intuit Hour of Finance Challenge

At the heart of this campaign is the Intuit **Hour of Finance Challenge**, a free and interactive competition designed to make financial education simple, engaging, and rewarding for both middle and high school students and educators. Timed with April’s Financial Literacy Month, the challenge features lessons on credit, taxes, budgeting, and investments that can be completed in under an hour. Students participate nationally through the **Intuit Prosperity Quest game**, which is available year-round as part of [Intuit’s Hour of Finance](#). The Hour of Finance Challenge is now open for registration to middle and high school students nationwide ([link](#)) and offers students the chance to compete for prizes.

Intuit for Education

This series of Financial Literacy Forums is leveraging [Intuit for Education](#) curriculum, a free financial literacy program that offers a flexible, interactive curriculum leveraging real-world tools. Intuit for Education includes comprehensive personal and entrepreneurial finance courses, and features interactive lessons and simulations powered by Intuit products such as TurboTax, QuickBooks, Credit Karma, and Mailchimp. By providing educators with easy-to-use resources to teach essential skills like budgeting, saving, managing credit, and understanding basic finances, the company aims to prepare students to make smart financial choices. Intuit has set a goal to help 50 million students become financially literate, empowered, and confident through their use of Intuit for Education content by 2030. Intuit for Education includes more than 150 hours of curriculum that is customizable and supports educators by offering free live and on-demand professional development for educators, including webinars and podcasts.

For more information on these nationwide programs, visit [Intuit.com/education](https://intuit.com/education). To learn more and sign up your school for the Intuit Hour of Finance Challenge, visit intuit.com/houroffinance.

About Intuit

[Intuit](#) is the global financial technology platform that powers prosperity for the people and communities we serve. With approximately 100 million customers worldwide using products such as [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at [Intuit.com](https://intuit.com) and find us on [social](#) for the latest information about Intuit and our products and services.

About Inspire Change

Inspire Change is the NFL's social justice initiative dedicated to removing barriers to opportunity in four key areas: education, economic advancement, police-community relations and criminal justice reform. The initiative showcases the collaborative efforts of players, owners and the League to create positive change in communities across the country and ensure that equal opportunity becomes a reality for all. To date, the NFL Family has contributed more than \$375 million to empower more than 650 local non-profits, 1,950 player and Legend matching grants, and more than 50 national grant partners to drive change. To learn more about the NFL's Inspire Change initiative and to view the 2024 Social Justice Impact Report, visit www.nfl.com/inspirechange.

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Source: Intuit Inc.