



Rock The Street, Wall Street

Moving Girls Forward in the Field of Finance

**FOR IMMEDIATE RELEASE**

## **CFA SOCIETY LOUISIANA BRINGS FINANCIAL LITERACY PROGRAM FOR HIGH SCHOOL GIRLS TO NEW ORLEANS**

*CFA Society Louisiana Sponsors Rock The Street, Wall Street Program to Inspire Girls' Interest  
in Finance*

New Orleans, September 30, 2019 — CFA Society Louisiana is proud to announce its sponsorship of the nonprofit organization [Rock The Street, Wall Street](#), bringing the financial literacy program for high school girls to the Academy of the Sacred Heart in New Orleans. This is the first time that Rock The Street, Wall Street will be available locally.

Rock The Street, Wall Street (RTSWS) is a 501(c)(3) organization that provides financial and investment education to high school girls to spark their interest in finance. Many girls opt out of math at an early age and fail to choose a math-oriented career because they lack role models in the real world. RTSWS provides programming that connects girls with female finance professionals who teach investing and budgeting in a classroom-based setting and provide mentoring opportunities.

“With CFA Society Louisiana backing our program, we’re able to influence the lives of more girls this year,” said [Maura Cunningham](#), founder and CEO of Rock The Street, Wall Street.

“Creating a more robust pipeline of women entering finance must start in high school. Many girls adjust their college searches and their career direction after completing our program. And all of them leave the experience with greater fiscal confidence that will benefit them throughout their lives.”

More than 1,700 girls have gone through the RTSWS program since its founding in 2013. RTSWS students average an 88 percent increase in their understanding of financial literacy between the start and end of the program. Graduates of the program are four times more likely to pursue degrees in finance, economics, accounting or related fields than the national average for undergraduate females.

### **About [Rock The Street, Wall Street](#)**

Rock The Street, Wall Street is a financial literacy program designed to spark the interest of high school girls into careers of finance. Girls learn about positive money management habits and the capital markets, while simultaneously helping them see the real-world application of the math content they learn in the classroom. RTSWS programs are funded by sponsors; volunteers are female financial professionals who go into local high schools to teach the M in STEM, and serve as real-life role models and mentors for girls. RTSWS programs provide a strong focus on the barriers that need to be removed and the types of interventions that “lift” students’ interest,

commitment, and ability to persist in the M of the STEM fields. Headquartered in Nashville, Tenn., RTSWS programs are in 30 high schools across 17 U.S. cities in the 2019-20 academic year: Atlanta, Charlotte, Chicago, Dallas/Ft. Worth, Gulfport, Kansas City, Minneapolis, Nashville, New Orleans, New York City, Omaha, Philadelphia, Raleigh, Sacramento, San Diego, San Francisco and St. Louis. RTSWS is a 501(c)(3) organization.

### **About CFA Society Louisiana**

CFA Society Louisiana promotes awareness and understanding of securities analysis, investing, and the operation of the securities markets. CFA Society Louisiana's members are recognized as ethical, knowledgeable members of the investment decision-making community.

As a not-for-profit educational organization, CFA Society Louisiana's mission is to educate and inform investment decision-makers, promote ethical standards in the industry, and assist financial professionals in career development.