

NASMA Press Release

NASMA is delighted to announce that they are being supported by Blackbullion to launch NASMA's National Student Money Week 2019 (NSMW19) campaign. Running between the 4th and 8th February 2019, this year's campaign theme is 'Breaking Bad Money Habits'.

NSMW19 will be powered by Blackbullion's innovative approach to producing positive change in student financial behaviours. Together we will engage students through a mixed-media campaign utilising a combination of physical and digital learning resources.

Building on this year's theme of Breaking Bad Money Habits, Blackbullion has developed the 'Money Lab' campaign, synthesising a combination of actionable strategies with powerful learning resources. Money Lab will provide students with a 'Periodic Table of Savings' packed with actionable and positive changes to break their bad money habits.

NASMA are pleased to be supported by Blackbullion to deliver NSMW19. We share a vision of ensuring that all students have access to high-quality financial education, and we look forward to collaborating with an organisation that aligns with our goals and has been a supporter of NASMA over the last few years

Stephen McCartney
NASMA - Chair

We are excited to be working with NASMA to launch 2019's National Student Money Week. This is a great opportunity to support Student Money Advisers by engaging students in a multi-media campaign. By increasing awareness of and access to financial learning we aim to make a positive impact on the lives of UK students

Vivi Friedgut
Founder - Blackbullion

[Read the campaign proposal](#) for a full breakdown of the NSMW19 activities, and available support.

About NASMA

Launched in 1995, NASMA aims to relieve the poverty of students through the provision of advice, information and training. NASMA is recognised as the leading authority on all matters relating to student money advice and funding. The NSMW initiative is aimed at raising awareness of, and providing solutions to, student money worries within university and FE college campuses. National Student Money Week is NASMA's flagship campaign, and takes place on an annual basis across all four countries in the UK.

About Blackbullion

Blackbullion is an award-winning Edtech company on a mission to make the world #moneysmart. With 30 partner universities, in 3 countries, Blackbullion is deployed across student service departments to enhance their financial education support for students. Blackbullion enables students to develop the financial capability skills they need to succeed at, and beyond university.