



FOR IMMEDIATE RELEASE

Take Charge America Launches Take Charge Lab, a New Digital Financial Education Platform Designed to Build Real-World Money Skills

Phoenix, Arizona — May 15, 2026 — Take Charge America, a nonprofit organization dedicated to helping individuals improve their financial well-being, today announced the launch of **Take Charge Lab**, a new digital financial education platform designed to make financial learning more accessible, engaging, and practical for diverse learners.

Take Charge Lab was created to address a growing need for financial education that goes beyond traditional classroom instruction. The platform offers interactive, learner-friendly experiences that help individuals develop real-world money management skills through approachable, self-paced learning.

From budgeting and saving to understanding credit, avoiding fraud, and building healthy financial habits, Take Charge Lab transforms complex financial concepts into clear, actionable lessons designed to support confidence and independence.

“Financial literacy should be practical, accessible, and empowering,” said **Manny Salazar, CEO of Take Charge America**. “Take Charge Lab was created to help learners build confidence in managing money through engaging educational experiences that meet people where they are.”

The launch comes at a time when financial stress continues to impact millions of Americans, highlighting the importance of accessible education that helps individuals make informed financial decisions.

Key features of Take Charge Lab include:

- Interactive digital financial education courses
- Self-paced learning experiences
- Real-world financial life skills training
- Engaging lesson formats designed to improve understanding and retention

- Scalable access for organizations, educators, and community partners
- Flexible implementation opportunities for institutions serving diverse populations

Take Charge Lab also creates new partnership opportunities for schools, nonprofit organizations, support agencies, and community-based programs seeking modern financial education tools that can scale across their communities.

As an initiative of Take Charge America, Take Charge Lab builds on more than three decades of nonprofit leadership in financial counseling, education, and consumer empowerment.

“Money management impacts nearly every aspect of daily life,” said **Manny Salazar, CEO of Take Charge America**. “Our goal is to make financial education easier to access, easier to understand, and more meaningful for the people who need it most.”

Take Charge Lab is now available. Organizations interested in learning more, requesting a demonstration, or exploring partnership opportunities can visit www.takechargelab.org.

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About Take Charge America

Take Charge America is a nonprofit organization dedicated to helping individuals and families improve their financial well-being through education, counseling, and debt management solutions. Since 1987, the organization has empowered consumers with practical tools and trusted guidance to achieve financial stability.

About Take Charge Lab

Take Charge Lab is Take Charge America's digital financial education platform designed to deliver accessible, engaging, and practical financial learning experiences that help individuals build confidence, independence, and real-world money management skills.