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FOR IMMEDIATE RELEASE:

***THE MILLIONAIRE KID\$ CLUB™* BOOK SERIES
WINS THE PRESTIGIOUS 2009 EIFLE AWARD**

***Co-Author Susan Beacham Continues To Break New Ground as
Thought Leader in Financial Literacy Education for Children***

Lake Bluff, IL (October 15, 2009) – *The Millionaire Kid\$ Club™* series of four children's books has won the prestigious EIFLE award (Excellence in Financial Literacy Education). The award from the Institute for Financial Literacy recognizes the authors' commitment to teaching young children the ABCs of money management.



There is no better time to teach children about money management than at the start of the holiday gift-giving season. *The Millionaire Kid\$ Club* books, which sell for \$12.95 each, will help teach the children in your life how to control money so it does not control the outcomes of their lives.

“Reading is a great way to teach children the lessons of financial responsibility from a young age - and these books help parents open a dialogue that will reassure children,” says co-author Susan Beacham. “*The Millionaire Kid\$ Club* series for kids makes teaching your child about money as simple -- and fun -- as reading them a bedtime story.”



Co-written by Beacham, a financial literacy expert, and New York Times bestselling author Lynnette Khalfani-Cox, the newly published *The Millionaire Kid\$ Club* children's books are smart, creative, beautifully illustrated picture books that teach children that money is more than something to be used for buying pizza and the hippest new electronics. Each of the books in the series uses funny and engaging stories to demonstrate how a group of childhood BFFs (Best Friends Forever) learn there are four things you can do with money: Save, Spend, Donate and Invest.

“We want to empower kids to take control of their financial lives and, in turn, their financial futures,” continues Beacham. “As you read each book, take some time to live the lesson. Teach children how to put the ‘do’ in ‘donate’ by enlisting them to help raise money for a local charity. Fall is a great time to have a family garage sale – a wonderful opportunity for children to learn the power of ‘your trash is my treasure.’”

In addition to having co-authored *The Millionaire Kid\$ Club* books, Susan Beacham is the founder of the financial education company Money Savvy Generation and creator of the beloved Money Savvy Pig®, a four-chambered bank that teaches children the power of delayed gratification through money choices and goal setting. She is also a financial expert, sought-after speaker and award-winning, nationally syndicated columnist. Her company, Money Savvy Generation, develops innovative products and services to help parents and educators teach kids the skills of basic personal finance.



The nonprofit Institute for Financial Literacy, founded in 2002 in Portland, Maine, is an educational organization focused on presenting unbiased, neutral information to its clients and advancing professionalism and effectiveness in its field.

This year's EIFLE award will be presented on October 21, 2009, at Penn's Landing in Philadelphia, Pennsylvania.

Beacham and Khalfani-Cox not only preach good money management, they practice it. In this case, that means they're applying the "save" approach to picking up their coveted award. The award will be picked up in a "Money Savvy" way: author Susan Beacham will stay home in Chicago while New Jersey-based co-author Lynnette Khalfani-Cox will save on travel costs by driving to receive the award.

The Millionaire Kid\$ Club™ books are recommended for children ages 5-12. For more information or to purchase the books, visit www.msgen.com.

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