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Money Savvy Kids™ Personal Finance Curriculum Captures the Coveted 2007 EIFLE Award

*Money Savvy Generation Continues Its Leadership in the Field of
Financial Literacy Education*

Lake Bluff, IL (October 5, 2007) – Money Savvy Kids Basic Personal Finance Curriculum, which is designed to teach personal finance fundamentals to children in grades K-5, was awarded the prestigious EIFLE award by the Institute of Financial Literacy. This award, which stands for Excellence in Financial Literacy Education, was created to acknowledge innovation, dedication and the commitment of those that support financial literacy education.

The curriculum was developed by Money Savvy Generation® of Lake Bluff, IL, a pioneer in personal finance education for children. It initially began as a series of eight lessons featuring the award -winning, four-chambered Money Savvy Pig® piggy bank. Demand from educators lead to the expansion of the curriculum to five spirally constructed levels covering grades levels K -5. It has been taught in one or more school districts in 27 states and the District of Columbia. Multiple statistically valid studies support the curriculum's ability to change children's attitudes and behavior about money management regardless of where they live, their ethnic background and economic profile.

Teachers like the fact that the curriculum aligns to the National Council of Teachers of Mathematics (NCTM) standards. This means it can be used to teach such critical areas as problem solving and numbers and operations without making additional time demands on already jammed-packed school days.

Susan Beacham, founder and CEO of Money Savvy Generation, drove the development of this curriculum for elementary school age children because she believes early intervention is the key. She says, "We want to empower kids to take control of their financial lives and, in turn, their financial futures."

The award was formally presented on October 4, 2008 at the Institute's 2007 Annual Conference on Financial Education which was held in Dallas, TX. The specific award was for an Institutional Curriculum in the Category of Money Management for Children. The Institute for Financial Literacy was founded in 2002 in Portland, Maine as a 501(c)3. It is an educational organization focused on presenting unbiased, neutral information to its clients and advancing professionalism and effectiveness in its field.