

For Immediate Release
For press information, contact:
KidStuff Public Relations
Lisa Orman, 608-767-1102
Lisa@KidStuffPR.com



BEING MONEY SAVVY IS AS GOOD AS GOLD

Money Savvy Generation receives three NAPPA Gold Awards

Lake Bluff, IL (April 9, 2008)- When can a pig, a football and an organizer all win gold awards at the same time? Why, for the 2008 National Parenting Publications Awards, of course!

The National Parenting Publications Awards (NAPPA) honored three products from Money Savvy Generation's line of personal finance tools this year with their highest honor, the Gold Award for Parenting Resources.



The products that were recognized, all in the School Age & Older category, are:

Money Savvy Pig, \$15.99

Money Savvy Football, \$15.99

CashCache Beginning Personal Finance Organizer, \$19.99

“These products help kids grasp the value of a dollar with a piggy (or football-shaped) bank with separate slots for saving, spending, donating and investing,” says NAPPA Coordinator, Dana Morgenstein. “The CashCache, for older kids, uses a separate pocket in a locked and zippered pouch for each category. Plus, tips on organizing money to reach financial goals are included.”

“It’s rare that you see one company win three Gold Awards,” says Morgenstein. “Money Savvy Generation has a great line of products that are educational, fun, and well made.”

Now in its 18th year, NAPPA is the most comprehensive awards program for Children’s Products and Parenting Resources. Award winning products meet the most stringent of criteria and are judged by a panel of industry experts, educators, reviewers and advocates in their fields.



Parents, relatives and other adults who want high-quality, educational, “smart fun” toys and products rely on NAPPA for their holiday and year-round gift-giving because NAPPA seals have become a sign of quality and assurance.

About Money Savvy Generation

Money Savvy Generation develops innovative products to help parents, educators and others teach kids the skills of basic personal finance. The company strives to empower kids to take control of their financial lives and, in turn, their futures. The company sells more 4-chambered savings banks (pigs, cows and footballs) than anyone else in the world. Its scripted curriculum format is preferred by elementary and middle-school teachers.

Money Savvy Generation has more personal finance content (curriculum, activity books, seminars, television programming, songs and other products) for elementary school children than anyone else. Its passion is to inoculate children against economic illiteracy at an early age.

For more information about Money Savvy Generation’s products or “Teach Your Children To Save Day” visit the company’s website at www.msgen.com.

###