

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



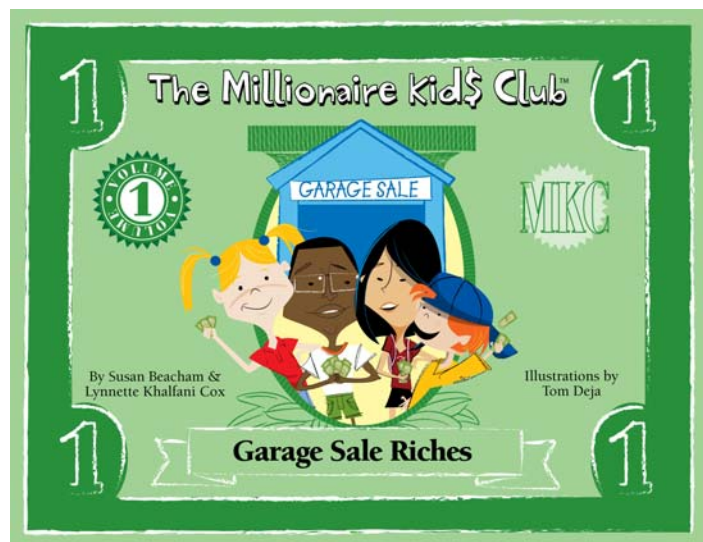
ONCE UPON A DOLLAR

Smart New Children's Books End With A "Financial" Moral

Lake Bluff, IL (February 8, 2008) – “Once upon a time” has usually been reserved for stories about damsels in distress and knights slaying dragons. That’s appropriate for fantasy tales which end with everyone living “happily ever after.” But sometimes children need books that aren’t pure fantasies. They need books which engage them as they teach important lessons about living and succeeding in the real world. Books that end with something like, “and they lived financially secure ever after.”

Co-written by financial literacy expert Susan Beacham and New York Times bestselling author, Lynnette Khalfani Cox, the newly published “The Millionaire Kid\$ Club™” children’s book series are not fantasy books. Rather, they are smart, creative, picture books which teach children that money is not merely something to be used for buying pizza and the hippest new CDs. Through two funny and engaging stories, beautifully illustrated by Tom Deja, a group of childhood BFFs learn that there are actually four things you can do with money: Save, Spend, Donate or Invest.

• **The Millionaire Kid\$ Club™ – Volume 1 - Garage Sale Riches** – When Isaiah’s mom asks him to clean out the family garage, she promises her son that he can keep all the money he makes from a garage sale. After questioning his mother about all the “junk” in their garage Isaiah’s mother tells him that one person’s junk is another person’s treasure. So Isaiah enlists the help of his friends, Sandy, Dennis and Stephanie. When the four pals start dreaming of what they’ll do with all they money they will earn, they name themselves The Millionaire Kids Club. But after all their hard



work, will they quickly waste their money with a trip to Mega Mall – or will they learn a valuable lesson about spending and saving?

• **The Millionaire Kid\$ Club™ –Volume 2 - Putting The “Do” in Donate** – Dennis can’t wait to get to school on Monday to tell his friends about the amazing event that happened at church. On Sunday, Dennis was one of 50 people at church who received \$100 from his pastor. But there’s a catch: Dennis has to use the money to help someone



less fortunate. With advice from his friends, Isaiah, Stephanie and Sandy, Dennis is sure to think of someone in need. After getting past their initial desire to spend the money on having fun, the kids decide to invest the money and their time in some simple activities (a lemonade stand and posters advertising yard work services). Their efforts pay off when they happily increase the \$100 to \$1000 which they donate to a local food charity.

As an additional cool element, each of the stories ends with a hip, rap-style poem written by Isaiah that reinforces the financial lessons the kids have learned. The clever and catchy prose captures how much children don’t know about money, but shows that they are eager to find out and able to understand more. And while the books don’t follow the traditional “happily ever after” format, you know that these kids will live much happier and financially secure lives.

In addition to having co-authored The Millionaire Kid\$ Club™, Susan Beacham is the founder and creator of the beloved Money Savvy Pig®, a four-chambered bank which teaches children the power of delayed gratification through money choices and goal-setting. She is also a financial expert, 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.



Beacham’s co-author, Lynnette Khalfani Cox, is a personal finance expert, speaker and New York Times bestselling author. She has been featured in the *Wall Street Journal*, *USA Today*, *The Washington Post* and numerous magazines. To learn more about Cox and her free money-management newsletter, visit her web site at www.themoneycoach.net.

The Millionaire Kid\$ Club™ books are recommended for children ages 5 – 12. The suggested retail cost for each book is \$12.95. For more information or to purchase the books, visit www.msngen.com.

###