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**MONEY SAVVY GENERATION® PIONEERS FREE DIGITAL CONTENT  
FOR PARENTS AND EDUCATORS TO HELP KIDS GET SMART ABOUT MONEY**

CHICAGO, February 9, 2006 - According to a recent Pew Internet and American Life Project Survey, almost a third of the 22 million U.S. adults who own iPods or other MP3 players have downloaded and listened to podcasts. In its continuing effort to provide parents and educators the right tools to teach children sound money management practices, Money Savvy Generation has introduced a new *Helping Kids Get Smart About Money* podcast series on its Web site, [www.MSGen.com](http://www.MSGen.com), featuring nationally recognized kids and money expert Susan Beacham.

“Teaching children how to handle money in a responsible fashion is something that has the power to literally change the course of their life,” said Beacham. “With that type of mandate, we can never stop looking for pro-active, technologically innovative venues to get the word out about basic personal finance education for children.” Susan’s experience as a parent, former banker, teacher, keynote speaker and currently “Healthy Finances” columnist for *Chicago Parent* magazine come together to deliver pragmatic advice in warm, engaging manner.

The first three podcasts—each about eight minutes in length—explore Teaching Kids the Value of Money, Teaching Delayed Gratification, and How Kids Mimic Our Financial Habits. New topics will be introduced regularly such as Teaching Kids They Have Money Choices, The Ins and Outs of Allowance, and Kids Can Learn That Waiting Pays Dividends.

Podcast enthusiasts can browse for the *Helping Kids* series by pasting the URL “<http://www.msgen.com/prod/podcasts/getsmart.xml>” into their podcasting software. Podcasting technology allows users to subscribe once and automatically download new audio file content as it becomes available to their computer or onto a portable music device.

Along with this new podcast series, Money Savvy Generation's Web site also features a first-of-its-kind discussion forum which allows parents and teachers to communicate with one another about best practices, problems, solutions, and questions surrounding the topic of financial literacy education for children.

### **About Money Savvy Generation**

Founded in 1999, Lake Bluff, IL-based Money Savvy Generation develops innovative products and services to help parents and educators teach kids the skills of basic personal finance. Money Savvy Generation has developed the award-winning Money Savvy Pig® piggy bank, its supporting curriculum, Money Savvy Kids™ Basic Personal Finance for elementary school age children, and the Cash Cache® Beginning Personal Finance Organizer for pre-teens and teenagers.