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Could Balancing The Budget Be As Easy As Child's Play?

*To Celebrate Financial Literacy Month,
Money Savvy Generation launches Savings Spree® App*

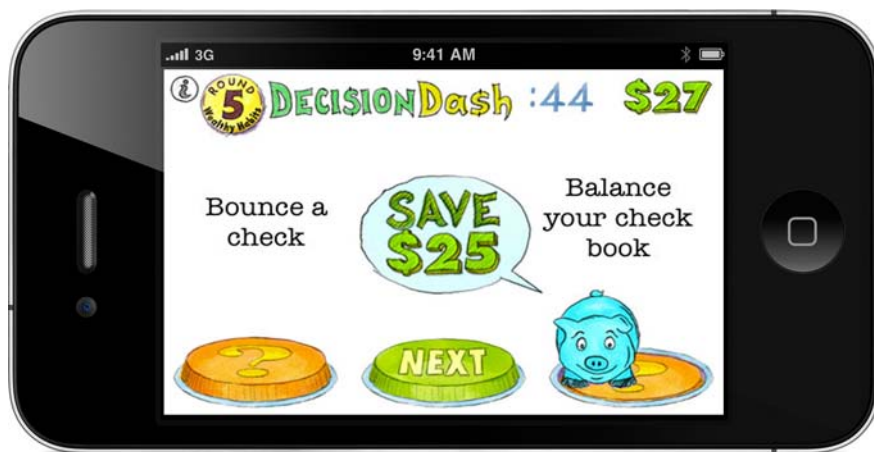
Lake Bluff, IL (PRWEB) April 12, 2011 – Here we are, in the middle of National Financial Literacy Month, and Congress can't agree on how to trim our federal budget. Perhaps if Savings Spree, the newest financial literacy tool from Money Savvy Generation, had been available when they were young, our elected officials would be better equipped to balance the nation's budget.

Savings Spree is a fun App with a serious lesson for children ages 7 and up (younger children can play too with a little help from mom and dad or an older sibling). It teaches kids how the choices they make each day can add up to big savings or big expenses, depending on how they decide to spend (or not spend) their money.



Savings Spree shows kids that they can **SAVE** their money for short term goals (like a bike or an MP3 player), **SPEND** wisely by making more frugal decisions, **DONATE** to others or **INVEST** money so it will grow to meet future needs like a college education.

"It's never too early to teach kids about the choices they have for their money," says Money Savvy Generation CEO Susan Beacham. "With so many kids embracing mobile devices to play and learn, we knew the time was right for an App to help them be more money savvy. Savings Spree delivers our award-winning money savvy message--that the choices we make about money have short and long-term consequences--in a format that speaks to the next generation."



The App is presented in a game show format. Players work through six levels that test their financial knowledge and help them build money savvy skills. The host of the show is the Money Savvy Pig, the trusted, money-smart character central to the award-winning Money Savvy Kids curriculum, also available from Money Savvy Generation.

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Using games with a generous dose of humor and fun, Savings Spree introduces children to the concept of earning money for the work they perform, such as selling lemonade, and then guides them through making choices about the money they earned during the game. The App also demonstrates that events beyond one's control can cost money, so it's a good idea to have a rainy day fund available to pay for unexpected events.

“We’ve taken the fundamentals of our financial literacy curriculum and put it in the palms of young hands,” added Beacham. “We’re excited to be able to help parents teach their kids about money in a whole new and easy way.”



Savings Spree is available for download from the App Store for use on iPad 2, iPad, iPhone 4, iPhone 3GS, iPhone 3G, the original iPhone, and iPod touch.

About Money Savvy Generation:

Since 1999, Money Savvy Generation has developed a suite of innovative award-winning products to help parents, grandparents, 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. Founded by Susan Beacham, a former financial services professional, author, award-winning columnist, speaker and mother of two money savvy teens, the company created the beloved **Money Savvy Pig**[®], a four-chambered bank that teaches children they have four basic money choices – save, spend, donate and invest. The bank, a Gold Award winner from The Parents’ Choice Foundation, is the cornerstone of Money Savvy Generation's fully scripted, 5-level curriculum used by elementary and middle school teachers and the winner of the EIFLE Award for Excellence in Financial Literacy Education from the Institute for Financial Literacy. Money Savvy Generation collaborated with award-winning Carstens Studios in the development of Savings Spree. For more information, please visit the Money Savvy Generation website at www.msgen.com or call 1-866-390-5959.



About Carstens Studios:

From initial conceptual stages to final product, Carstens Studios Inc. designs, authors and develops engaging educational software, web applications and games. Its products have won numerous awards, landed in the top 15 in education Apps and have been featured in the “New and Newsworthy” section of the App Store. For more information, please visit the Carstens Studios website at www.carstensstudios.com or call 1-630-250-7689.

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