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Money Savvy GENERATION®

Helping Kids Get Smart About Money

October 2006

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Make Holiday Gifts Count Without Going Broke



• Ready to Score a Financial Touchdown This Holiday Season?

You can with Money Savvy Generation's new Money Savvy Football.



When you use the Money Savvy Football, it won't be just first and ten. It will be first and ten, then twenty, then thirty, then fiscal fitness for your kids.

Each bank comes boxed with a sheet of goal setting stickers to help kids track the goal for each of their money choices and easy to follow instructions and tips for each of the four money choices: Save, Spend, Donate and Invest. Each chamber empties independent of the other three.

[Find Out More...](#)

• Listen to the Latest Addition to Our Podcast Library... "The Ins and Outs of Allowance"



Learn at what age you should begin an allowance for your child and whether or not you should pay your child for doing household chores. And, don't forget the *allowance contract*. Spell it out in writing!

Length: About 9 minutes.

[Click Here...](#)

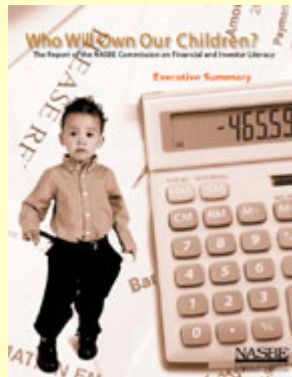
Another helpful article from Susan Beacham's Healthy Finances column which appears monthly in *Chicago Parent* magazine.

[Read on...](#)

• The Money Savvy Pig is a Winner!

Our very own Money Savvy Pig piggy bank was just named one of the top ten products by 2006 Motivation Show buyers out of 200 products showcased in the show's Innovative Products Gallery. Why? Because it is the piggy bank for the 21st century!

• Who Will Own Our Children?



"The financial destiny of American families is increasingly predicated on making informed decisions about sophisticated saving and investment options. Students need to learn these concepts. With today's global competitiveness, financial literacy is as important as the three R's to a person's ultimate success." said Brenda Welburn, the Executive

Director of the National Association of State Boards of Education.

Want to learn more about the national imperative for greater and more comprehensive financial instruction in public schools. Read the NASBE's report, *Who Will Own Our Children?*

[Here's How...](#)

• Featured In Our 2007 Winter Newsletter

Our newest product ... *Money Savvy Kids @ Home* ... a multi-media approach to helping your child get smart about money. Available in January. Visit our website for details.

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