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Turning ‘Bling Bling’ into ‘Cha-Ching’ for Today’s Children

*Money Savvy Kids @Home – the Entertaining Way for
Parents and Children to Talk about Money*

Lake Bluff, IL (April 02, 2007) – Just in time for Financial Literacy Month, Money Savvy Generation (msgen.com) has announced availability of Money Savvy Kids @Home - a first of its kind, fun and interactive activity kit designed to help children get excited about money management. Money Savvy Kids @Home starts the critical dialog between parent and child about the important topic of money. It gives parents the necessary foundation to teach their children how money works in our society and how to get smart with their own money. The kit, which features four original "money" songs and a CD-ROM with over 100 engaging color images, is recommended for children six to eleven years of age.

“In this age of ‘bling bling’ and instant gratification, it’s critical to teach children about making wise money decisions,” says Susan Beacham, founder of Money Savvy Generation. "Money Savvy Kids @Home provides an educational program focused on future financial freedom instead of the wants of today. The program is a creative, interactive and educational tool that fulfills a child’s desire to learn about how money works.”

Money Savvy Kids @Home brings Beacham’s life-changing personal finance curriculum to homes across the country. Her pioneering approach to teaching personal finance empowers kids to take control over their financial lives and futures in a world of increasing economic complexity. It has been taught in one or more school districts in 27 states and the District of Columbia.

The cornerstone of Money Savvy Kids @Home is the Money Savvy Pig piggy bank. Named one of the best products of 2002 by *Business Week* and *USA Today* and a 2002 recipient of a Parents’ Choice Foundation Gold Medal, this “piggy bank for the 21st century” helps children explore the four money management choices with separate chambers for save, spend, donate and invest.

To support parents and children, Money Savvy Generation is also launching a hotline (877-MSK-TIPS) with a new smart money tip for kids each weekday. The tips, as well as Q&A with Susan Beacham, will also be posted on the company’s Money Savvy Kids blog – moneysavvykids.com.

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The Money Savvy Kids @Home interactive program also features:

- An eight-chapter CD-ROM with more than 100 color images which are designed for parent and child to work through together
- Student workbook activities to help a child practice what he/she has learned
- Sing-along songs to reinforce the money management concepts
- A parent handbook with a discussion guide and sound advice from Beacham on such key subjects such as goal setting, money choices and allowances
- A Money Savvy Kids coloring and activity book, poem poster and goal setting stickers to make the program fun and rewarding for children

Independent research attests to this program's ability to improve children's knowledge and attitudes about money management.* Elementary school students trained in Beacham's curriculum demonstrate a firm understanding of spending, saving and investing and a willingness to forego immediate gratification despite strong societal messages to the contrary.

In response to increased consumer debt, increased foreclosure rates and other consumer financial issues, Congress officially named April Financial Literacy Month. Aimed at raising public awareness about the need for increased financial literacy, Financial Literacy Month is the perfect starting point for parents to discuss money management with their children.

The complete program is available for an introductory price of \$29.99 on the company's Website, msgen.com, or by calling 1-866-390-5959.

About Money Savvy Generation

Money Savvy Generation, www.msgen.com, develops innovative products and services to help parents and educators teach kids the skills of basic personal finance. Money Savvy Generation developed the award-winning *Money Savvy Pig* piggy bank, supporting curriculum – the *Money Savvy Kids Basic Personal Finance* – for elementary school age children, and the *Cash Cache Beginning Personal Finance Organizer* for pre-teens and teenagers. Money Savvy Generation also offers a podcast series and a Website discussion forum allowing parents and teachers to communicate one-on-one about the topic of financial literacy education for children. Money Savvy Generation was founded in Lake Bluff, IL in 1999.

* *The Social Studies*, March/April 2005.