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FROM PIGGY BANK TO PIGSKIN

Money Savvy Generation® Introduces A New Sports Bank To Help Kids Get Fiscally Fit



Lake Bluff, IL (PRWEB) --December 7, 2006 Winter may be a tough time to stay physically fit, but it is now a littler easier for kids to stay fiscally fit with a unique new sports bank called the Money Savvy Football®. This bank, with its four chambers labeled Save, Spend, Donate, and Invest teaches a child to stop, think, and set goals for the four basic personal finance choices. It is modeled on the highly successful Money Savvy Pig® piggy bank which was introduced in 2002.

Getting a child to discipline themselves and control their impulses, especially when it comes to money, is much easier to do when a child is young than the far more challenging work required to change behavior when children are older and less receptive to Mom or Dad's instruction. This ability to delay gratification is a predictor of a child's success later in life when it comes to such critical areas as career satisfaction, income, and health.

"Money doesn't come with instructions, so it is vital that a child learns early on how to make good financial choices. The ability to make good financial choices is something even a young child can understand if you put the right tools in his or her hands," says Susan Beacham, founder and CEO of Money Savvy Generation.

This approach to teaching children the fundamentals of basic personal finance is working since Money Savvy Generation's four chambered Moolah, the Money Savvy Cow® bank was just named one of the Best Toys and Gifts of 2006 by Nick Jr. Family Magazine.



About Money Savvy Generation

Money Savvy Generation, www.msngen.com, develops innovative products and services to help parents and educators teach kids the skills of basic personal finance. Money Savvy Generation developed Money Savvy Kids™ Basic Personal Finance for elementary school age children and the Cash Cache™ 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.