

910 Sherwood Drive, Suite 17  
Lake Bluff, Illinois 60044  
PH: 866.390.5959  
www.msngen.com



FOR IMMEDIATE RELEASE

Contact: Susan Beck  
Money Savvy Generation  
847.234.9477  
[SEB@MSGen.com](mailto:SEB@MSGen.com)

## NEED AN IDEA FOR *TAKE YOUR CHILD TO WORK DAY*? Teach Children to Get and Stay Smart About Money

Lake Bluff, IL (February 12, 2007) - April 27, 2007 is just around corner and it is the perfect opportunity to not only teach kids what their parents do to earn money, but how to manage that money. Next to the classroom, *Take Your Child to Work Day* presents the largest gathering place where children can be introduced to sound principals of personal finance. "While they are learning about earning, let's complete the message and teach them that the ABC's of finance also include learning how to avoid D and E - debt and entitlement," explains Susan Beacham, founder and CEO of Money Savvy Generation.

Almost three quarters of parents feel unprepared to teach this critical life skill to their children, yet they really want this message taught. *Take Your Child to Work Day* presents a unique opportunity for small and large companies across America to teach children how to get and stay smart about money.

Money Savvy Generation has worked for several years with companies who want to teach the basics of money management to children who come to work with mom or dad. Money Savvy Generation provides age-appropriate materials ready for any interested employee to deliver. The presentations are totally scripted for the presenting adult and, just as important, are totally interactive for the kids in the audience from ages 4 to 16.

Younger children (ages 4-11) will discover the benefit of setting personal goals and learn to use the money choices of Save, Spend, Donate, and Invest with the help of the award-winning, four-chambered Money Savvy Pig® piggy bank. Young teens ages (12-16) get to enroll in Money Savvy U™ and learn about such relevant topics as the use of credit cards, the power of compounding, budgeting, etc. Their interactive learning tool is the Cash Cache® which David Bach, author of *The Automatic Millionaire*, called "a great way for teens to organize their financial lives."

To learn more about these programs, visit the company's website [www.msngen.com](http://www.msngen.com) or call 1.866.390.5959.

### About Money Savvy Generation

Money Savvy Generation®, [www.msngen.com](http://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 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.