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TOP 10 SIGNS PARENTS NEED TO TALK TO KIDS ABOUT MONEY

*Money Savvy Generation* Offers Parents Ideas to Tame the "Spend-It-All-And-More" Syndrome

Lake Bluff, IL (November 30, 2006) – The holiday season often brings envelopes of cash as gifts from well meaning relatives. Children see it as an opportunity to spend, while parents struggle with the right way to teach their kids how to manage the money they receive.

“Current bankruptcy rates suggest that at least one out of every six children alive today will file for bankruptcy during their lifetime,” said Susan Beacham, President and Founder of *Money Savvy Generation*. “With the holidays here, this is an opportunity for parents to teach their children financial skills which can enhance their lives.”

Beacham, the mother of two teen-age daughters, came up with these tips to help parents reach out to their children to begin talking about money. “Parents will talk to their children about safe sex, the dangers of drugs and alcohol, but they won’t teach them how to handle money.” These humorous, but identifiable “signs,” can help parents start a dialog about spending, saving, donating and investing money.

For more information, visit the Money Savvy Generation website at [www.msngen.com](http://www.msngen.com).

Top 10 Signs that it’s time to talk to your kids about money:

10. When your son explains with pride how he just signed up for a new cell phone deal: Unlimited monthly minutes for an unlimited monthly fee.
9. When your kids roll their eyes every time you say “money doesn’t grow on trees!”
8. When you walk into a store with your daughter to buy shampoo and walk out with a “must have or will die” Usher CD, a new set of “Girls Rock” bedding and NO SHAMPOO!
7. When your daughter offers to lend you money from her babysitting stash.
6. When your son takes a pass on your homemade meatloaf dinner and offers to treat everyone to pizza and coke with his new debit card.

5. When your son announces his plans to use his *credit card* once he runs out of money on his *debit card*.
4. When your child text messages her friends for advice on how to pay off her costly text messaging bill.
3. When your son tells you all he wants for Christmas is money for gambling.
2. When you overhear your daughter telling her friends that it was just her luck that she got stuck with the “poor dad.”
1. When your child announces that he made \$10 million in the stock market simulation game at school and that he’s ready to manage your retirement portfolio.

### About Money Savvy Generation

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