



Money Savvy GENERATION®

HELPING KIDS GET SMART ABOUT MONEY™

Money Savvy Generation, Inc.

WHAT WE DO:

Since 1999, Lake Bluff, IL-based **Money Savvy Generation** has been developing innovative products and services to help parents, educators and others teach kids the skills of basic personal finance. The company's mission is to empower kids to take control of their financial lives and, in turn, their futures. Money Savvy Generation offers an award-winning line of financial education products featuring their family of award-winning 4-chambered banks, including the beloved Money Savvy Pig® piggy bank, a corresponding scripted curriculum for elementary students, a separate curriculum for pre-teens and teens and an illustrated children's book series that brings the four money choices to life. For more information, please visit www.msgen.com

WHAT WE OFFER:

Money Savvy Pig® piggy bank

The beloved Money Savvy Pig® piggy bank, created by Money Savvy Generation, is an award-winning, patented 4-chambered bank that helps teach children (ages 4-11) basic money management skills by introducing them to four choices they have for their money: SAVE, SPEND, DONATE and INVEST. This unique bank has four separate chambers – one for each money choice - and each chamber empties through a separate foot on the bottom of the bank. Goal-setting stickers, eye

stickers and an easy-to-follow parent handbook are included with each bank. Other 4-chambered banks available are: Moolah, the Money Savvy Cow[®] and the Money Savvy Football[®].

Money Savvy Kids™ & Money Savvy U™ Curriculum

Money Savvy Generation developed the EIFLE award-winning Money Savvy Kids™ Basic Personal Finance curriculum for elementary age (K – 5) students to help educators teach young students basic money management concepts in an engaging, age-appropriate manner. This fully-scripted, spirally constructed curriculum meets NCTM standards and has been proven to have a positive impact on children’s knowledge of and attitudes about money. They also developed the Money Savvy Kids@Home curriculum which is a one-on-one version of the classroom curriculum so parents and children can learn these lessons at home.

For pre-teens and teenagers (Grades 6-10), the company created Money Savvy U - an intermediate personal finance curriculum that teaches young adults how to budget, balance a checkbook, understand compound interest, how to manage credit and invest wisely and includes the award-winning Cash Cache[®] Personal Finance Organizer for each student. Money Savvy Generation’s curricula are taught across the nation. For more details, please visit <http://www.msgen.com/assembled/curriculum.html>.

Money Savvy Kids Club™ Books

The Money Savvy Kids Club book series, created by Susan Beacham , CEO of Money Savvy Generation, and New York Times best-selling author Lynnette Khalfani-Cox, is a series of four smart, creative and beautifully illustrated picture books that use funny and engaging stories to demonstrate how a group of childhood friends learn there are four things you can do with your money: Save, Spend, Donate and Invest. These perfect-bound books (for ages 7-12) were honored in 2009 with the prestigious EIFLE award for Retail Book of the Year.

WHAT WE NEED:

Money Savvy Generation is committed to help improve the financial literacy of today’s children – our next generation. In partnership with the Chicago City Treasurer’s Office and the Money Savvy Generation Foundation, we are currently searching for partners interested in collaborating with us to bring financial literacy education to every elementary grade student within the Chicago Public Schools system for the 2011/2012 school year. This Financial Education Initiative is in its fifth year and has gained national recognition for its innovative approach to provide lessons on the basics of personal finance to students (Grades K – 8) within the 3rd largest school system within the U.S. Through this program, the students, and their families, learn the basics of money choice that will positively impact

students' entire lives.

WHAT'S NEW:

Savings Spree™ App

Savings Spree , an iPhone App for kids that launched in April 2011, received the prestigious Parents' Choice Foundation Gold Award for Mobile Apps. Savings Spree is a fun App with a serious lesson for children ages 7 and up. The game teaches kids how the daily lifestyle choices that they make can add up to big savings or big expenses, depending on how they choose to spend (or not spend) their money. The game is presented in a game show format with the Money Savvy Pig as the host of the show and takes players through six rounds that test their financial knowledge and help them build money saving skills. Here's what the Parents' Choice Foundation said about the App:

"Savings Spree delivers solid age-appropriate and fun-filled introductory lessons that demonstrate how what we decide to do with our money today affects what we can do with it tomorrow. Some grownups may even learn that giving up daily fancy coffee fixes can help ease the pain at the pump." To read the full review, visit: http://www.parents-choice.org/product.cfm?product_id=29447. Savings Spree is available at the App store.

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