

CONTACT: Lisa Orman • 608-767-1102
KidStuff Public Relations
lisa@kidstuffpr.com



9 OUT OF 10 KIDS BELIEVE MONEY GROWS ON TREES (A.K.A. ATM MACHINES AND BANK OF DAD)

See How A Learning Cents™ Bank Dispels The Myth With Common Cents To Spend, Save & Give

Atlanta, GA (March 9, 2007) – Money must grow on “trees” in the minds of today’s grade-schoolers since they see it “fall” out of ATM machines, birthday cards, mom’s pocketbook or Dad’s wallet. The idea of cold cash and how to manage it is a hugely abstract concept to young brains.

Through the eyes of a 6-year-old, the difference between \$500 and \$5 is largely inconsequential. As we age, teens and adults develop the ability to think abstractly. But the only way an early elementary-aged child is going to truly understand the quantitative distinction between these amounts is if he actually sees 500 \$1 bills piled next to five \$1 bills.



So how can a parent or grandparent enlighten our concrete-thinking children to the fact that -- despite popular playground belief -- money doesn't grow in ATM machines?

Two mompreneurs from Atlanta have created the **LearningCents™ Bank**, an award-winning product that's a boost to any child's financial IQ. Kids can be taught to use their money in three ways: save, spend and give. Using this clever 3-compartment bank, children can now be taught to *manage* their growing cash flow. It's one of those why-didn't-I-think-of-that products that's won prestigious awards this year from Dr. Toy, Mr. Dad, Creative Child and iParenting Media Award.

The LearningCents Bank is a professionally designed and patented money system that's light years ahead of the piggy bank. Each LearningCents Bank comes with three large color-coded compartments. Labeled as Spend, Save or Give, kids can instantly see where their money goes because they put it there. Weekly allowances and



and birthday card dollars become a frequent lesson in family values. The three compartments organize coins, bills and even gift cards in one special place. The prominent bank is one that kids will proudly showcase on their bureau or desk.

New for 2007 is the launch of a girl's version of the bank that will sport pink, purple and sparkles after requests from daughters and granddaughters poured into the company offices in Atlanta.

LearningCents is proud to name this bank *Jill's Bank*, in memory of their dear friend Jill Albert. Jill supported their mission to teach children money values. As a role model for giving, with this purchase, a contribution will be made to the Jack & Jill Late Stage Cancer Foundation. JAJF is the first national resource of its kind to provide memory opportunities for children who have a parent with late stage, limited life expectancy cancer. Learn more at www.jajf.org.

Each LearningCents Bank arrives with a dry-eraser pen for keeping track of money on the three dry-erase lids. Alphabet stickers are included for children to customize their bank. Parents receive a brochure called *Sensible Tips* filled with methods to maximize their child's ever-changing financial goals.



The LearningCents Bank, retailed at \$21.99, is sold nationally at specialty toy shops, online at e-tailers and at www.learningcents.com. Choose from three models:

- LearningCents Bank: Classic Give
- LearningCents Bank: GirlSense Give or Jill's Bank
- LearningCents Bank: Classic Tzedakah

The latter version replaces the word "give" with the Hebrew word "tzedakah" meaning charity.

Spending tips, giving tips, saving tips and frequently asked questions are easy to navigate on the company's website. The three models of banks and a variety of accessories can be downloaded into a virtual shopping cart.

The award-winning LearningCents Bank has been recognized as a kid-friendly product empowering children to make good financial choices.

About LearningCents

LearningCents is an Atlanta-based company providing innovative, educational products to help families teach money values right from the start. Visit their website, www.learningcents.com, for more information or to purchase a bank and its accessories.