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MONEY MANAGEMENT SKILLS YOUR CHILDREN CAN BANK ON

***The Value of a Dollar Now Becomes a “Valuable Teaching Lesson”
Thanks to the New LearningCents™ Bank That Helps Kids
Make Good Choices to Save, Spend and Give***

Atlanta, GA (March 23, 2007) – Today’s gradeschoolers see money dispensed out of ATM machines, tucked into birthday cards, and hidden inside Mom’s pocketbook or Dad’s wallet—and they have no idea where the money comes from or its real value. Because they lack “money sense” and hold misconceptions about money, elementary school children are at an ideal age to learn money values. Parents have an opportunity (and an obligation) to teach sound money values to their children. Learning how to actively manage their money today will lead to having greater control of their financial future tomorrow.

However, it’s often hard for young children to grasp the value of money because the difference in currency denominations can seem largely inconsequential. Through the eyes of a 6-year-old, a \$10 bill and a \$1 bill may both hold the same monetary value just as long as the arcade machine at their favorite pizza parlor takes it and quickly dispenses game tokens – it doesn’t really matter!

So how can a parent or grandparent enlighten a child that an ATM isn’t a limitless cash dispenser? Two “momtrepreneurs” from Atlanta have developed the answer with the new **LearningCents™ Bank**, an award-winning product that’s a boost to any child’s financial IQ. Using this clever three-compartment bank, children can now be taught to manage their growing cash flow. It’s an innovative new tool to make parents’ jobs a lot easier and more tangible and interactive for their children.



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, transparent color-coded compartments. Labeled as SPEND, SAVE or GIVE, kids can instantly see where their money goes because they put it there themselves. The three compartments organize coins, bills and even gift cards in one special place. Weekly allowances and birthday and holiday dollars become frequent lessons in family values. Here’s how the LearningCents Bank teaches kids the three important money lessons of SPEND, SAVE & GIVE:

When children learn to **SPEND** their own money, says Caryn Boxer, Ph.D. and co-founder of LearningCents, they get the thrill of buying things they need or want by themselves with their own money. They learn that they must make choices when they cannot afford to buy everything they want and they live with the consequences of their spending choices. By storing up a portion of their money in the SPEND part

of the LearningCents Bank, children learn they are allocating part (not all!) of their money to buy something soon.

Teaching children how to **SAVE** today for something they may need or want tomorrow is a valuable monetary lesson. Ironically, it's a lesson that many adults still struggle with due to the temptations and pressures to acquire material possessions. This is the first time since the Great Depression that American families are outspending what they're earning. That's not a legacy that should be passed on to children. Thanks to the LearningCents Bank, parents can help their children get into the habit of setting money aside for long-term savings. Children learn to save over a course of time for a larger purchase, such as a car or to pay for college. This can also demonstrate to children that consistent saving while young is one of the cornerstones to accumulating wealth.

In addition to instilling good saving habits, the LearningCents Bank also teaches lessons in compassion and social responsibility with its **GIVE** component. When children learn to share with others, by giving to disaster relief, animal shelters, children's hospitals or the family's religious institutions, kids are encouraged to help make the world a better place, says Gail Duner, co-founder of LearningCents. The presence of the GIVE compartment reminds children in a tangible way that they should regularly set aside money for charity. This creates a lifelong habit early.

Boxer and Duner demonstrated for families the importance of giving by naming their new GirlSense Bank, "Jill's Bank" in memory of their dear friend Jill Albert. Albert supported their mission to teach children money values. With the purchase of every Jill's Bank, LearningCents will contribute 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 limited life expectancy cancer. Learn more at www.jajf.org.

The LearningCents Bank comes in two colors Classic (blue) and GirlSense (pink, purple and sparkly). Each color also has two styles. One style comes with the three dry-erase lids with the words Spend, Save & Give printed on them. The second style has the words, Spend, Save & Tzedakah, the Hebrew word used to identify the concept of giving.

Each LearningCents Bank includes a dry-erase pen, for tracking money on the three dry-erase lids, and alphabet stickers, for customizing the bank. Parents receive a brochure called Sensible Tips filled with suggestions on how to teach your kids about spending, saving and giving. The LearningCents Bank retails for \$21.99 and are sold nationally at specialty toy shops, online at e-tailers and at www.learningcents.com.

About LearningCents

Caryn Boxer, Ph. D. & Gail Duner are the co-founders of LearningCents, an Atlanta-based company dedicated to providing innovative educational products that help families teach children money values right from the start. Their combined professional expertise, along with their personal desire to raise their own kids' financial IQ led them to launch this "momtrepreneurial," venture in 2005. **Caryn Boxer, Ph.D** is a licensed clinical psychologist who specializes in working with children and families. **Co-founder Gail Duner, a Harvard MBA**, has been in the business world for 20 years as a sales and marketing executive with a Fortune 500 pharmaceutical company and as the principal of her own consulting firm. The combined knowledge for their subject matter has led Boxer and Duner to be invited to do several speaking engagements around the Atlanta metro area. They've been asked to share their tips on teaching children money values and they offer many practical ideas on how to do it. They anticipate launching additional products to meet the needs of a broader age range of kids, so that all kids can have some ways to increase their financial IQ!

Visit www.learningcents.com for more information about LearningCents, or to purchase a bank and its accessories.