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CONTACT: Susan E. Beck
Dir. of Marketing and
Communications
847.234.9477
SEB@MSGGen.com

**Groundbreaking Research With Young Children
Finds Teaching Personal Finance in Elementary School Effective and Compelling**

CHICAGO, June 17, 2005 - New academic research published in the current issue of *The Social Studies*, a peer-reviewed academic journal that provides K-12 teachers a forum for sharing instructional ideas on current issues in social studies education, reinforces the effectiveness of the Money Savvy Kids™ Personal Finance Curriculum. This curriculum was introduced during the 2003-2004 school year to 2,000 Chicago Public School 2nd graders in inner city Chicago neighborhoods as part of LaSalle Bank's on-going commitment to improve the communities it serves. In addition to providing instructional materials, including the interactive Money Savvy Pig® piggy bank, the curriculum distinguishes itself with the inclusion of a pre- and post - instructional assessment module. "It wasn't enough for us to have developed this curriculum. We wanted a curriculum that made a statistically significant difference in young kids' knowledge of saving, spending, donating and investing. We wanted a curriculum that could prove itself," says Michael Beacham, co-founder of Money Savvy Generation. Research highlights include:

- I know a lot about how to handle my money (68% agreed pre-instruction and 81% agreed post instruction)
- It is best to put the money you save in your room at home [as opposed to in a bank account] (70% agreed pre-instruction and only 44% agreed post-instruction)
- It is important to have the things I want when I want them (44% disagreed pre-instruction and 60% disagreed post-instruction)

(over)

The research study was conducted with the assistance of Mark Schug, Ph.D., a Senior Fellow with the National Council on Economic Education and Director of the University of Wisconsin-Milwaukee Center for Economic Education, and Eric A. Hagedorn, Ph.D., Associate Professor of Physics at The University of Texas El Paso. According to Dr. Schug, "given the difficulties of collecting data from young children, not many studies have been conducted with children of this age group. The data from this study suggest that the Money Savvy Pig is a useful tool for helping promote early education regarding saving, investing, and business. And, as an extra bonus, kids, teachers, and parents seem to love the little guy."

Dr. Schug goes on to say, "because little research has been done in the area of personal finance for young children, it made sense to Eric [Hagedorn] and me to go the next step and submit the results for publication so that they could be communicated to a wider audience."

According to Susan Beacham, also co-founder of Money Savvy Generation, "the financial literacy movement is definitely gathering momentum and advocacy efforts accompanied by curriculum development have been in place for some time. But the fact of the matter is, kids have been falling further and further behind when it comes to how to manage their personal finances. Jump\$tart research confirms that. The only way to turn this situation around is with curriculum programs that are measurably effective. Otherwise, everyone is wasting their time and money. We are pleased that our Money Savvy Kids™ Basic Personal Finance Curriculum has earned its academic stripes."

Lake Bluff, IL-based Money Savvy Generation was founded in 1999 by the husband and wife team of Michael and Susan Beacham after each stepped away from 18-year careers in the financial services industry. The company develops and bring to market innovative products to help parents and educators teach kids the skills of basic personal finance. Money Savvy Generation has developed the award-winning Money Savvy Pig®, its supporting curriculum, Money Savvy Kids™ for elementary school age children, and the Cash Cache® Beginning Personal Finance Organizer for pre-teens and teenagers.