



ALERT! AWARD WINNING HOLIDAY TOYS UNDER \$20

MONEY SAVVY PIG® BANK WINS PARENTS' CHOICE FOUNDATION'S EXCLUSIVE 2015 "CLASSIC" TOY AWARD, THE HIGHEST ACHIEVEMENT

LAKE FOREST, IL, June 11, 2015 — Parents' Choice Foundation, the nation's oldest nonprofit and prestigious guide to quality children's media and toys, announced the 2015 Parent's Choice Awards® this week and the exclusive Classic Toy Award winner is Money Savvy Pig® bank by Money Savvy Generation (<http://www.msgen.com>), a financial education company in Lake Forest, IL. The Classic Award distinguishes products that have previously received the Parents' Choice Gold Award and have maintained their original excellence for over 5 years. This year, of the 353 awards given, the Money Savvy Pig bank, the educational toy that teaches financial literacy and has been distributed around the globe, was the only toy to receive a Classic Award, the highest achievement.



“When we recognized the Money Savvy Pig with a Parents' Choice Gold Award in 2002, we knew it had staying power – one of the hallmarks of a good “toy.” What we didn't know was just how much staying power it would have,” says Claire Green, President of the Parents' Choice Foundation. “The positive outcomes ring loud and clear: bear or bull market, the Money Savvy Pig is a tool that can help shape and sharpen young minds and attitudes about money, and consequences of how youngsters choose to spend and save.” – Parents' Choice Foundation

Debuting in 2002, the Money Savvy Pig gained immediate national attention as the piggy bank for the 21st century, revolutionizing the traditional one slot piggy bank with its unique design of four translucent chambers labeled: Save, Spend, Donate and Invest—introducing kids to money choices. Each chamber exists independent of the others. Bank slots fit all coins. It comes with easy to follow tips and a sheet of goal



setting stickers to help kids track their money goals. It is available in four colors: blue, pink, green and purple, (retails for \$18.99). Link to Money Savvy Pig:

http://www.msgen.com/assembled/money_savvy_pig.html#.VDMNx410zVg

“Money smarts can be fun. This bank was created to remind children that they have control over their money. The bank asks them to select the best choice and allows them to make it. A sense of control leads to a sense of security. We teach young people how to set goals for their choices and delay gratification as a natural step in achieving their goals and not as a means of deprivation,” explains Susan Beacham, inventor of the Money Savvy Pig and CEO of Money Savvy Generation. “Receiving this Classic Toy Award for the Money Savvy Pig is an honor and reinforces us to continue our mission to help kids get smart about money.”

The Parents’ Choice Awards program honors the best material for children in ten categories: audio, books, DVDs, magazines, mobile apps, software, television, toys, video games and websites. Approximately 20% of those items submitted to the Parents’ Choice Awards program receive a commendation in one of the six award levels: classic, gold, silver, recommended, approved and fun stuff underscoring the influential and celebrated achievement of being honored with a commendation from the Parents’ Choice Awards program.

In addition to Money Savvy Pig, Money Savvy Generation offers a variety of four-chambered savings banks including: Money Savvy Football[®], Money Savvy Soccer Ball[™] and Money Savvy Moolah Cow[®] —all recipients of a Parents’ Choice Gold Award, (retails for \$18.99). Link to Money Savvy line of 4-chambered banks:

http://www.msgen.com/assembled/products_banks.html

Money Savvy Generation’s latest offering, a new book, *O.M.G. Official Money Guide for Teenagers*, is the recipient of the 2015 Parents’ Choice Gold Book Award and is featured in *Money Magazine/TIME*, *USA Today*, *The Washington Post*, *WGNTV* and *U.S. News & World Report*. Recommended for ages 10-18, the information helps young people form good financial habits that will serve them well the rest of their lives, (retails for \$12.95). Link to *O.M.G.*

Official Money Guide for Teenagers: <http://www.msgen.com/assembled/omgt.html>

About the Parents' Choice Foundation:

Parents' Choice Foundation, established in 1978 as a 501c3, is the nation's oldest nonprofit guide to quality children's media and toys. Best known for the Parents' Choice Awards® program, the Parents' Choice Award Seals are the Foundation's internationally recognized and respected icons of quality helping parents and caregivers make informed decisions about which products are best for their children. Find Parents' Choice Foundation at www.parents-choice.org www.facebook.com/parentschoicfoundation and @ReadPlayLearn on twitter.

About Money Savvy Generation:

Money Savvy Generation was founded by Susan and Michael Beacham in 2000, with the purpose and aim to make money management an integral piece of education for children. Over 1 million kids have developed money smarts with Money Savvy Generation. Find Money Savvy Generation at www.msgen.com, www.facebook.com/MoneySavvyGeneration and www.susanbeacham.com/blog/ and @SusanBeacham on twitter.

Money Savvy Kids® Basic Personal Finance Curriculum and Money Savvy U® Intermediate Personal Finance Curriculum, both for teachers and designed for grades K-10, are taught in school districts across the nation, as well as in Canada and Europe. Other products include Money Savvy Kids @Home™ for parents; award-winning children's books; a SavingSpree® iPhone app, and Cash Cache®, a basic personal finance organizer for tweens and teens.

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