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## MONEY SAVVY GENERATION RELEASES "MONEY SAVVY SOCCER BALL™" IN TIME FOR HOLIDAY GIFT LISTS

*Adds to its award-winning line of financial management tools for kids*

Lake Bluff, IL (PR Web) November 14, 2013 – Children are ready to learn money management at a very young age. Prominent studies support this, including a May 2013 paper from Cambridge University which found that personal money habits start to set at age seven and can be taught to children as young as four. It's never too late, but we now know that it's never too early!

Money Savvy Generation's new "Money Savvy Soccer Ball™" is the latest addition to their award-winning family of financial management products for children. Like MSG's other banks, the Money Savvy Soccer Ball has four see-through chambers marked: *Save*, *Spend*, *Donate* and *Invest*. It's designed to teach children concepts like financial goal-setting and delayed gratification, and that there is more to money than just spending.

The Money Savvy Soccer Ball was created in response to consumer feedback and the company's desire to keep their products contemporary and appealing.



*"This product is original, educational, and morally commendable. And yes, it inspires creativity."*

-- Parents' Choice Foundation



The Money Savvy Soccer Ball, along with Money Savvy Pig, Football and Cow – all recipients of the Parents' Choice Gold Medal Award - can be purchased at [msgen.com](http://msgen.com). Each bank is \$18.99 or \$19.99 plus shipping and handling.

### **About Money Savvy Generation:**

Money Savvy Generation was founded by Susan and Michael Beacham, with the purpose and aim to make money management an integral piece of education for children. Other products include a line of books, a SavingSpree® iPhone app, and Cash Cache®, a basic personal finance organizer for tweens and teens. For more information visit [msgen.com](http://msgen.com).

### **About Susan Beacham:**

Susan Beacham, Money Savvy Generation's CEO, is a financial professional and entrepreneur with 18 years' experience in corporate finance and wealth management. After years of teaching money management to adults, she formed an idea--you can empower children about money early, and in doing so create future financially smart generations. Her personal finance curriculum for children is taught across the country as well as in Canada and Europe, and her complementary line of products have been endorsed by *Business Week*, *Time* and The Dr. Phil Show among others.

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