



For Immediate Release

New Money Mammals Children's Book Wins 2010 Creative Child Magazine Preferred Choice Award in Educational Books Category

"Joe the Monkey Saves for a Goal" Book receives recognition from the Creative Child panel of moms and educators

Los Angeles, Calif. (September 9, 2010) – John Lanza's new children's book, "Joe the Monkey Saves for a Goal," has won a Creative Child Magazine Preferred Choice Award in the Educational Books category. This award solidifies the strength of the book as an educational tool to teach kids the important life skills of sharing, saving and spending smart. The book was awarded this prestigious honor based on the review of Creative Child Magazine's panel of by moms and early education professionals.

The book's clever, engaging story line never strays from the financial literacy message. The plot's focus is on creating savings goals, as John Lanza has learned from firsthand experience with his own kids that this process works very well for young children. John's main Money Mammals character, Joe the Monkey, learns to save for a special toy he wants throughout the book. Joe is tempted to spend his savings, but with a little help from a friend, he stays on course and achieves his goal in the end.

As John states, "Our kids need to learn smart money habits early so we don't have to break bad money habits later, when it may be too late. The Money Mammals help kids of all ages learn about the value of money, distinguishing between needs and wants, making choices, allowance and sharing, saving and spending smart. I am really proud to offer another format to teach these all-important life skills."

About John Lanza

John Lanza created The Money Mammals based on an idea that his wife, Eileen, and he had to teach their daughters about the value of money. This project fulfills a lifelong dream to pen a children's book. John hopes this story will help spread the message about the importance of teaching kids about money from a very young age. John and his family live in Los Angeles, California.

About The Money Mammals

The award-winning "Money Mammals: Saving Money Is Fun" DVD, the first video created specifically to teach kids about the value of money, was highlighted by *The Wall Street Journal* as a great tool to teach financial literacy. The DVD entertains and engages kids and parents via upbeat songs and a story line that illustrates the importance of not only saving money but also sharing (charitable giving) and spending smart. The DVD and its companion Teaching Guide are now used across the country by financial institutions and organizations. The characters and content have grown into The Saving Money Is Fun Kids Club, a youth marketing and education program available for license by credit unions and endorsed by the Texas Credit Union Foundation. The Money Mammals program is also endorsed by Iowa educators as part of the 21st Century Learning Skills and Iowa Core Curriculum. Visit www.themoneymammals.com for more information.

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