



***For Immediate Release***

**In A Tough Economy, The Money Mammals Teach Kids How To Spend Smart**

***Los Angeles-based Couple Creates an Entertaining Product that Teaches Kids How to Share, Save and Spend Smart.***

**Los Angeles, Calif. (February 5, 2009)** – John and Eileen Lanza saw the economic crisis coming. They lived within their means, purchasing a home with a rental unit for additional income, owning practical cars, and saving for retirement. Yet, all around them they noticed mind-boggling conspicuous consumption. Even people of modest incomes seemed to be engaging in massive home remodeling projects, buying brand new luxury vehicles, and purchasing huge high-def televisions. The picture became even clearer when the Lanzas had their two daughters. The pair saw how many of their peers bought toys and other items for their children with reckless abandon, spreading the over-spending message to the next generation. John and Eileen became concerned about teaching kids money smarts in the same way that Suze Orman or Jean Chatzky focus on the adult population. The Lanzas looked for a kid-based product to help them, but there wasn't anything truly engaging out there. Hence, they created The Money Mammals ([www.themoneymammals.com](http://www.themoneymammals.com)), a company that spreads the message of financial literacy to children two and older.

The Money Mammals has grown from a single educational DVD, "The Money Mammals: Saving Money Is Fun!," into a series of financial education products and now into a Kids Club marketing program. The Kids Club is licensed by credit unions nationwide to help children learn to share, save and spend smart. Club partners include Rogue Federal Credit Union in Oregon, Paragon Federal Credit Union in New Jersey, and 1<sup>st</sup> Advantage Federal Credit Union in Virginia.

"It just makes sense to build good habits early so that we don't have to fix bad habits later. Kids can learn basic money skills when they are very young. Considering the current economic condition, there has never been a better time to teach this message than now," notes the DVD's creator, John Lanza. "Kids need to learn the basics – distinguishing needs and wants, learning to share, save and spend smart, and delayed gratification. Studies have shown that kids who exhibit delayed gratification, or forgoing a current want or need for a greater want or need in the future, are more successful in the long run."

The Money Mammals Kids Club recently partnered with Service Credit Union, a New Hampshire-based credit union that serves New Hampshire and military families worldwide. Through the partnership, Service Credit Union will promote a youth savings program and will even ship 1,000 Money Mammals DVDs to bases in Germany to spread the message of financial literacy to military families who are serving our country abroad. Service Credit Union will also distribute DVD copies in New Hampshire at events.

Mr. Lanza has also speaks with members of the community about the importance of youth financial literacy. His presentation cites important research and statistics that make it very clear that kids must start to learn about money when they are young – even before they start kindergarten. "Lack of education and bad money habits are at the heart of the current financial crisis. We need to raise our kids to be a money smart generation, and the best way to engage

kids is to make the message truly fun and engaging that them. We've also found that because our message is so focused, simple and fun, it helps adults conquer the fear of talking to their kids about money." Lanza has already spoken to various parenting and non-profit organizations and will be appearing at the California Bear Credit Union on February 25, 2009, which falls in the midst of America Saves Week.

### **About The Money Mammals**

Developed by the producer of an Emmy-award winning children's show in conjunction with a terrific educational team, "The Money Mammals: Saving Money Is Fun" DVD is the first video created specifically to teach kids about the value of money. Joe the Monkey, Piggs the Bank and friends help entertain and engage kids and parents alike, who will laugh, sing and learn with the upbeat songs and story line that illustrate the importance of saving money. The Money Mammals is also proud to be affiliated with the National Jump\$tart Coalition for Personal Financial Literacy. The Money Mammals DVD has received the Dr. Toy 10 Best Socially Responsible Products award, a KIDS FIRST! Endorsement, a Family Choice Award and the Film Advisory Board's Award of Excellence. The DVD is sold online at [www.themoneymammals.com](http://www.themoneymammals.com) and is also available on Amazon.com and Netflix. "The Money Mammals" video content is also now available via a partnership with Studio 4 Kids video-on-demand programming via digital cable, satellite, IPTV and broadband in Studio4Kids.tv. For more information, visit the website: [www.themoneymammals.com](http://www.themoneymammals.com).

### **Media Contact**

Emily Smith, Money Mammals Marketing  
(626) 379-7336  
[emily@snigglezoo.com](mailto:emily@snigglezoo.com)

# # #