



***For Immediate Release***

**The Money Mammals Challenge You To Save, Share, and Spend Smart During the Month of April**

***“Take The Money Mammals Challenge and Support National Financial Literacy Month!”***

**Los Angeles, Calif. (April 10, 2008)** – Snigglezoo Entertainment has created The Money Mammals Challenge to help families work together to achieve multiple savings goals during the April time frame of the Jump\$tart Coalition’s National Financial Literacy Month. John Lanza, Money Mammals creator and CEO, has posted a blog to help guide participants through the Challenge, which can be visited at [www.teachkidsmoney.blogspot.com](http://www.teachkidsmoney.blogspot.com). He will write about his family’s experience with the Challenge and will provide tips and links to useful information throughout the month. Participants are encouraged to use customizable Money Mammals Challenge worksheets (which are downloadable from the blog) to clearly identify goals and track weekly progress. The program is based on the characters and lessons of “The Money Mammals: Saving Money Is Fun” DVD.

John firmly believes that the Money Mammals Challenge can change the way families think about spending money. This is crucial considering the mortgage crisis, the onslaught of credit card debt, and the many other financial woes that many Americans face today. “National Financial Literacy Month is the ideal time to commit to changing or improving your family’s spending, sharing, and saving habits,” notes John, adding, “If not now, when?” With the national savings rate in the red, the Money Mammals Challenge is here just in time to help parents raise a generation of savers and possibly improve themselves in the process.

To coincide with Financial Literacy Month, “The Money Mammals” video content is now available via a partnership with Studio 4 Kids video-on-demand programming via digital cable, satellite, IPTV, and broadband in Studio4Kids.tv. Studio 4 recommends the show for numerous audiences, including parents, educators, and kids.

Mr. Lanza also supports financial literacy through “The Money Mammals Saving Money Is Fun! Kids Club,” which debuted earlier this year in partnership with ROGUE Federal Credit Union in Medford, Oregon. This new premium youth marketing program uses the characters and Money Mammals brand to attract and engage kids ages zero to 11. The pint-sized club members are invited to regularly visit the official ROGUE Federal Credit Union Kids Club site to play games, partake in activities, and learn about financial literacy (<http://roquefcu.clubmoneymammals.com>).

### **About “The Money Mammals: Saving Money Is Fun” DVD**

“The Money Mammals: Saving Money Is Fun” DVD features live puppetry combined with computer-generated imagery. Humor and upbeat songs that are both parent- and kid-friendly illustrate the importance of saving money. Special features include “Just for Parents,” a section offering parents tips on how to teach their children about the value of money, and “Sing with Us,” a compilation of the featured songs. The DVD is sold online at [www.themoneymammals.com](http://www.themoneymammals.com) and is also available on Amazon and Netflix.

### **About Snigglezoo Entertainment**

L.A.-based Snigglezoo Entertainment is the producer of engaging and enriching children’s entertainment. Snigglezoo Entertainment’s “The Money Mammals: Saving Money Is Fun” DVD teaches children the value of money, helping kids learn to “Share & Save & Spend Smart Too!” Developed by an award-winning producer and educational consultant team, “The Money Mammals” are the first characters created specifically to teach kids the value of money. The DVD has received the KIDS FIRST Endorsement, a Family Choice Award, and has earned the Film Advisory Board’s Award of Excellence. Snigglezoo is also affiliated with the National Jump\$tart Coalition for Personal Financial Literacy. For more information, visit the website: [www.themoneymammals.com](http://www.themoneymammals.com).

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