**MEDIA CONTACT:**

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**FOR IMMEDIATE RELEASE**

**Are Your Kids Money Smart?**

***The Money Smart Kids Read Event Will Get Them on the Right Path***

(Today’s date) - Take a group of enthusiastic elementary kids, a financial educator and an age-appropriate book, and you’ve got The Money Smart Kids Read event. It’s a new program offered by (add event host name here), Money Smart Week® and Ally Financial.

Kids between the ages of 5 and 8 and their families can come to the (event location) on (day of week and date) at (time) and have a fun, learning experience during the adult-led reading and discussion session. The event is designed to help kids learn about money management, one of the goals of Money Smart Week®. To deepen this understanding of money management, each family will take home a FREE copy of the book (book name) to read at home and reinforce the financial education message.

“We are very fortunate to have Ally Financial as the sponsor of this program. They are providing free books to families who attend the Money Smart Kids Read event.” explains (your designation: e.g. librarian, banker, etc.) (your name here). “The books can be read and reread at home to reinforce the money management lesson in the story.” said (presenter’s last name).

April 4 – 11, 2020 is Money Smart Week®, a week of free, educational events for everyone—with no sales pitches—designed to help kids, teens and adults better manage their money.

*Created by the Federal Reserve Bank of Chicago in 2002, Money Smart Week® is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of thousands of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. Programming is offered to all demographics and income levels and covers all facets of personal finance. Partnering organizations will host their events April 4 - 11, 2020. For more information about other Money Smart Week events in your community, visit* [*www.moneysmartweek.org*](http://www.moneysmartweek.org)*.*

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