

AICPA AND AD COUNCIL LAUNCH FEED THE PIG FOR TWEENS

Financial Literacy Curriculum Created for Grade Schools; In Good Times and Bad, Financial Education Should Start Early

NEW YORK (September 22, 2008) - The American Institute of Certified Public Accountants and The Advertising Council are seeking to create a nation of young savers with Feed the Pig for Tweens™, a new financial literacy curriculum for fourth to sixth graders.

“It’s vital that we instill the importance of smart money habits in our children,” said Carl George, chairman of the AICPA’s National CPA Financial Literacy Commission. “At a time when Americans routinely spend more than they earn, educating our nation’s youngsters on how to save will have positive long-term effects not only on their individual financial futures, but on the economy as a whole.”

The program is an extension of the Feed the Pig™ (www.feedthepig.org) campaign, which helps 25- to 34-year-olds take control of their finances by saving. Benjamin Bankes, a pig character dressed in men’s clothing, who evokes memories of the piggy bank, is the icon of the original Feed the Pig program.

Feed the Pig for Tweens was developed by JMH Education, a New York-based education marketing company, with input from its Teacher Advisory Board and in cooperation with the National Council of Teachers of Mathematics. The curriculum introduces nine- to eleven-year-old students to responsible financial decision making.

“Feed the Pig for Tweens offers hands-on, interactive learning experiences, because that’s what engages kids today,” said JMH president Janice Hamilton. “This is the kind of program teachers will want to use year after year.”

Designed to be integrated into the core math curriculum, Feed the Pig for Tweens reinforces math skills with real-life applications, like tracking expenses and balancing a checkbook. Students will be joined by the Bankes Piglets, twelve dynamic and diverse “savers and spenders,” who help them analyze financial habits and create responsible financial plans.

Feed the Pig for Tweens includes *The Great Piglet Challenge* online interactive game and a take-home activity, *Feed the Pig Family Goal*, to extend important financial literacy messages to the entire family. Teachers may order printed copies or download the curriculum free of charge at the Feed the Pig for Tweens website, (www.feedthepig.org/tweens).

“Feed the Pig has been very successful at changing people’s financial behavior,” stated Peggy Conlon, president and CEO of the Ad Council. “I am confident that Feed the Pig for Tweens will encourage students to take the first steps to be on the right financial track at an early age.”

At its initial launch, the program will reach one hundred twenty thousand students in 5,000 classrooms across the U.S. By this time next year, Feed the Pig for Tweens is expected to be taught to over one million students in 35,000 classrooms nationwide.

About the AICPA

The American Institute of Certified Public Accountants (www.aicpa.org) is the national, professional association of CPAs, with more than 350,000 CPA members in business and industry, public practice, government, education, student affiliates, and international associates. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies, non-profit organizations, federal, state and local governments. It develops and grades the Uniform CPA Examination.

The AICPA maintains offices in New York, Washington, D.C., Durham, N.C., Ewing, N.J., and Lewisville, TX.

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