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## **READING, WRITING, AND FINANCIAL LITERACY MOONJAR LLC ANNOUNCES THEIR NEW TEACHER KIT**

*Teacher Kit includes award-winning Moonjar Moneybox*

SEATTLE – March 4, 2008 – Moonjar LLC today announced a new addition to their award-winning product line, the Moonjar Moneybox Teacher Kit, to be used in Kindergarten-3<sup>rd</sup> grade classrooms around the nation. As a comprehensive guide to teaching financial literacy, the Teacher Kit is filled with visual and kinetic teaching tools, such as Moonjar Moneyboxes, Conversations To Go and the book *How the Moonjar was Made*. The Kit is designed to bring Moonjar's principles of Saving, Spending and Sharing to the classroom by supplementing both math curriculum and social studies lessons. The Teacher Kit will be available in May 2008 via the Moonjar Web site for \$115.

“Financial literacy is a subject fundamentally not taught in our school systems because there aren't any clear cut lesson plans,” said Eulalie Scanduzzi, founder of Moonjar. “We want for every child across the nation to be able to learn about money from a young age, so for that purpose we have made it easier for teachers everywhere to make financial literacy part of their classrooms with the Moonjar Moneybox Teachers Kit.”

The new Moonjar Teacher Kit consists of the Leaders Lesson Plan - a comprehensive guide to teach the basics of financial literacy for grades K-3; 25 Standard Moonjar Moneyboxes - the students' teaching banks divided into Save, Spend and Share; one Classic Moonjar Moneybox - a tin version of the moneybox to organize classroom funds and act as a constant reminder to Save, Spend and Share; a copy of *How the Moonjar was Made* - a story that introduces Save, Spend and Share through the adventures of Noom and Raj, Moonjar's loveable characters; and one of Moonjar's Conversations To Go: The Game that Questions Money, a great way to begin the money conversation and to keep it alive in the classroom.

The Moonjar Moneybox is an innovative new take on the traditional piggy bank with individual compartments for Saving, Spending and Sharing; a fun, hands-on learning tool for children to easily grasp three basic principles of money management. The Moonjar Moneybox offers timeless inspiration to children to save, spend and share for a lifetime!

Conversations To Go: The Game that Questions Money is a small box filled with 100 big questions that tackles subjects such as: What does “wealthy” mean to you? How do credit card companies make money? Do they lend money just because they are nice? Does money buy happiness? How long does happiness last?

The book, *How the Moonjar was Made*, follows friends Noom and Raj (that’s Moonjar spelled backwards) as they discover their differences when it comes to collecting, Saving, Spending and Sharing. Together they invent something extraordinary that can impact the entire community. This is the first book in a series of Noom and Raj’s global adventures.

**About Moonjar:**

Founded in 2001, Moonjar LLC is a Seattle-based company that creates award winning, innovative products for families and organizations. Winner of many awards including the Global Learning Initiative Award and the National Parenting Center Seal of Approval, Moonjar creates products that are the fun, teaching tools helping families gain financial literacy and life communications skills. More information about Moonjar can be found at [www.moonjar.com](http://www.moonjar.com).

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