

FOR IMMEDIATE RELEASE



Moonjar LLC Launches Season for Sharing Blog Giveaway Program

Moonjar invites parenting bloggers to host Season for Sharing program encouraging families to give back this holiday season.

SEATTLE—(November 2, 2009)—Moonjar LLC (www.moonjar.com), a Seattle company committed to helping children and families learn the three basic principles of money management: saving, spending and sharing; today launched the Season for Sharing blog giveaway program to encourage the “sharing” Moonjar principle by rewarding American families that are giving back to others this holiday season.

It’s no secret 2009 has been a rough year for many families across the country. As the holiday season approaches, the need for giving is greater than ever. In a recent survey conducted by Moonjar of its online customers, almost 57 percent of respondents reported that the most impactful element of responsible money management—saving, spending and sharing—has been sharing.

As a result, Moonjar launched the Season for Sharing blog giveaway program, inviting parenting bloggers participation across the nation during the month of November. Readers of participating blogs are asked to post their stories on how they are giving back as a family during the holidays and what their giving goals are for the New Year. One family story on each participating blog will receive a Standard Moonjar Moneybox as thanks for giving back to other families in need.

“Moonjar is committed to creating products that encourage conversations about money that empower children and families with basic life skills,” said Eulalie Scandiuzzi, CEO and founder of Moonjar. “The goal of the Moonjar Season for Sharing blog giveaway program is to gift the Moonjar Standard Moneybox to families that are setting an example for others of the importance of giving back as part of practicing responsible money management.”

Moonjar will post entrant holiday giving stories as they are available from participating blogs on the Moonjar blog as well at www.moonjarblog.blogspot.com .

To learn more about Moonjar and the Season for Sharing blog giveaway program, including how to enter on participating blogs, please visit www.moonjar.com .

About Moonjar LLC:

Founded in 2001, Moonjar LLC is a Seattle-based company that creates award winning, innovative products for a new generation of learners. Moonjar awards include the Global Learning Initiative Award, Oppenheim Toy Portfolio Best Toy Award, Creative Child Seal of Excellence, and the National Parenting Center Seal of Approval. Moonjar products are lively, out-of-the-box tools helping families gain financial literacy and lifelong communications skills. More information about Moonjar can be found at www.moonjar.com.

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