

NEWS

FOR IMMEDIATE RELEASE

Money Fair at Saskatoon's St. Bernard School Kicks-Off 'Talk with Our Kids About Money Day' Across Saskatchewan

SAKATOON, March 25, 2015 – Teachers, staff and students at St. Bernard School in Saskatoon today hosted a student Money Fair as a means of promoting and celebrating *Talk With Our Kids About Money Day* (TWOKAM Day). The event is expanding into Saskatchewan and across Canada this year. The program, developed by the Canadian Foundation for Economic Education (CFEE), in partnership with BMO Financial Group, offers a simple way to help young Canadians learn more about money and personal finances.

Talk With Our Kids About Money Day was launched as a pilot in 2013 in Toronto and Montreal area schools. This year, the program is available to teachers in Saskatchewan, Alberta, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland. It encourages Canadians to have conversations with youth about money and personal finance.

The official TWOKAM Day takes place the third Wednesday in April, which this year is April 15. There is a "Home Program" for families and a "School Program" for Grade 7 students and teachers. Both parents and teachers can visit the online hub, www.talkwithourkidsaboutmoney.com, which provides free resources (in English and French) that are fun and engaging. Important for teachers is the fact that resources are linked to provincial curricula. In Saskatchewan, CFEE is partnering with the Saskatoon Industry-Education Council to roll out this program in the province.

"The Money Fair at St. Bernard School is a great way to get students, staff, and parents talking about money topics that are of interest to students – and helps prepare youth for their financial futures," said Gary Rabbior, President of CFEE. "We applaud the teachers, staff, parents and particularly the students for a lively, fascinating event and our thanks for getting involved in TWOKAM Day activities," said Mr. Rabbior.

Highlights of the TWOKAM School Program:

- Easy-to-use, complete lesson plans that are cross-curricular and make it easy for teachers to integrate money topics into a broad range of subject areas including social studies, math, science, environmental studies, music and art
- Group discussion and debate ideas
- Resources and interactive tools for teachers
- Links to other resources and programs

- Links to background material on financial literacy and research results
- Lesson plans are developed for Grade 7 teachers but any teacher of any subject at any grade is encouraged to participate

Highlights of the TWOKAM Parent Program:

- Free online access to fun and engaging activities that are easy to do and comfortably set up opportunities for parents to talk about money with their children, provoke their curiosity and stimulate questions that lead to learning
- Wide variety of activities including movies to watch, books to read, songs to listen to, crafts to make, local trips to take, and more
- Helpful links and resources for parents including a variety of articles offering different views on allowances
- Resources are organized by the child's age range, for example ages 5-7, 6-9, and onward, including the "Transition Years" when youth are moving out on their own

About CFEE

CFEE is a federally chartered, non-profit, non-partisan organization, founded in 1974, that works to improve economic and financial literacy and enterprising capability. CFEE works collaboratively with ministries and departments of education along with school boards, schools, educators and teacher associations. CFEE also engages in activities to support and assist newcomers and past immigrants to Canada as well as the general public. Materials include print resources, videos, workshops, and online resources. Overall, CFEE aspires to help Canadians of all ages be better prepared to undertake their economic roles, responsibilities, and decisions with confidence and competence.

- 30 -

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