



***For Immediate Release***

**Award-Winning Los Angeles Entertainment Company Helps America's Youth Save for the Future**

***“The Money Mammals are Teaching Kids the ABCs of Financial Literacy, Just In Time For America Saves Week.”***

Los Angeles, Calif. (February 25, 2008) – Snigglezoo Entertainment CEO John Lanza knows all about the many pressures on children to consume. As the father of two young children, he has seen the frenzied look of consumerism seen in many young Americans as they spend, spend, spend to emulate their favorite characters. So Mr. Lanza decided to do something to motivate positive social change. He created “The Money Mammals” – a fun, entertaining DVD that is singularly focused on changing the spending habits of young Americans between the ages of zero and 11.

“The Money Mammals: Saving Money Is Fun” DVD features live puppetry combined with computer-generated imagery. Humor and upbeat songs that are both parent and kid-friendly illustrate the importance of saving money. Special features include “Just for Parents,” a section offering parents tips on how to teach their children about the value of money, and “Sing with Us,” a compilation of the featured songs. The DVD is sold online at [www.themoneymammals.com](http://www.themoneymammals.com) and is also available on Amazon and Netflix.

In April, “The Money Mammals” video content will soon be served up to an even larger audience. This recently-announced partnership with Studio 4 Kids video-on-demand programming will make the show available to parents, educators, and kids via digital cable, satellite, IPTV, and broadband in Studio4Kids.tv.

John’s not stopping with the DVD. He recently launched a new business unit for Snigglezoo called “The Money Mammals Saving Money Is Fun! Kids Club,” which debuted last month in partnership with ROGUE Federal Credit Union in Medford, Oregon. This new premium youth marketing program uses the characters and Money Mammals brand to attract and engage kids ages zero to 11.

The kids club includes a website that entertains children while educating them about the value money. “We’re competing with the premiere brands for kids’ eyeballs with a valuable and enriching message. If they’re not entertained, we won’t reach them.” The pint-sized club members are invited to regularly visit the official ROGUE Federal Credit Union Kids Club site to play games, partake in activities, and learn about financial literacy (<http://roquefcu.clubmoneymammals.com>).

According to a recent Northwestern Mutual survey, most parents believe their kids should start learning about money management before they reach kindergarten, but many feel they don't set a good example themselves. "Parents need help," says Mr. Lanza. "We teach our kids their ABCs, good hygiene, and good manners. Why don't we teach them about something that's just as important? Because talking about money can be intimidating. The Money Mammals' simple messages help make it fun." With the national savings rate in the red, "The Money Mammals" is here just in time to help parents raise a generation of savers.

### **About Snigglezoo Entertainment**

L.A.-based Snigglezoo Entertainment is the producer of engaging and enriching children's entertainment. Snigglezoo Entertainment's "The Money Mammals: Saving Money Is Fun" DVD teaches children the value of money, helping kids learn to "Share & Save & Spend Smart Too!" Developed by an award-winning producer and educational consultant team, "The Money Mammals" are the first characters created specifically to teach kids the value of money. The DVD has received the KIDS FIRST Endorsement, a Family Choice Award, and has earned the Film Advisory Board's Award of Excellence. Snigglezoo is also affiliated with the National Jump\$tart Coalition for Personal Financial Literacy. For more information, visit the website: [www.themoneymammals.com](http://www.themoneymammals.com).

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