

Money Lessons for Life™

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MONEY COACH TEACHES MIDDLE SCHOOL STUDENTS HOW TO AVOID MADOFF-LIKE SCHEMES

**North Palm Beach Students Wonder How Adults Were Fooled and Whether
The US Will Ever Run Out of Money**

NORTH PALM BEACH, FL, April 13, 2009 — Money Lessons for Life founder, Garrett Jay, recently met with a group of approximately 300 sixth, seventh, and eighth grade students from The Benjamin School in North Palm Beach. The school, which is not far from the recently seized home of businessman Bernie Madoff, hosted the financial literacy assemblies to provide instruction on the fundamentals of earning, saving, spending and investing money. The two-day interactive program featured a discussion about the recent Madoff scandal, which directly affected over 20% of families and friends of the children attending. It also included a discussion regarding the current state of the economy and the government bailouts.

During the presentation, Garrett Jay outlined how a Ponzi scheme works, how long it lasts, and three primary ways to avoid becoming a victim of investment fraud. He grabbed the attention of students by explaining how other people's mistakes with their money is the same as losing money. He then stressed the importance of "Money Math," providing a variety of tips including the "Ten is Your Friend" tip, which offers students a quick and easy way to calculate restaurant tips and sale prices.

"Most people go through life and learn about money by making mistakes. We focus on teaching young people about money before they make mistakes," stated Money Lessons for Life founder Garrett Jay. "People used to think that getting a good job and working hard would provide a secure financial future, but that isn't necessarily true anymore. We need to prepare our children for future economic storms and make sure they have practical financial survival skills before they are faced with real world money issues," he added.

Garrett Jay also focused on topics such as "What is money and why do we need it?" "What does investing mean?" "How to Calculate Return on Investment" and "Money Math Skills." The program included a written "Money Math Quiz" for which only one student out of 300 scored 100% and only 42% of the sixth and

seventh graders scored 70% or higher. Students also participated in an interactive investing game that gave students the opportunity to invest \$10,000 in a wide variety of assets.

“It’s important to provide students with practical financial information and explain how it affects them directly,” stated Chuck Hagy Head of The Benjamin School Middle School. “Garrett Jay is able to teach the students about money in fun and easy to understand ways which they can relate to. Our students were really engaged throughout the program, “ he added.

About Money Lessons for Life

Money Lessons for Life was founded in 2007 with the goal of addressing financial illiteracy in America by teaching children and young adults all about money with a fun, easy to understand and interactive approach. Providing innovative school assemblies, classroom workshops, Money Field Trips, DVDs and individual money coaching, participants learn to make informed money decisions that will offer a competitive head start to a successful life. For practical “Money Tips” or for information about our financial literacy programs check out www.moneylessonsforlife.com.

Media Contact: Maureen Perroni
Perroni Communications
(603) 929-6664
maureen.perroni@myfairpoint.net

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