

For Immediate Release

***The Art of Allowance* Debuts As Youth Financial Literacy Thought Leader John Lanza's First Book For Parents**

Lanza's newest work is a guide that explores how to use an allowance system to teach children of all ages money smarts and money empowerment.

Los Angeles, Calif. (August 1, 2018) — Recognized thought leader in youth financial literacy John Lanza recently released his latest book, *The Art of Allowance: A Short, Practical Guide to Raising Money-Smart, Money-Empowered Kids*. The book, the first written by Lanza for parents, is available for direct-to-consumer purchase at its companion website, www.theartofallowance.com, as well as on Amazon.

The Art of Allowance is a short, practical guide that will help parents discover how an allowance system can teach children to be money-smart and money-empowered at any age. Lanza, creator of The Money Mammals financial education program for kids and author of the award-winning “Share & Save & Spend Smart” picture book trilogy, leverages more than a decade of experience in the money-smart movement to aid parents in employing an effective allowance program at home. What is more, throughout the book he intersperses “Memos from the Chief Mammal,” exploring the impact of commercialism and money's role in daily life to provide a broader context for the allowance journey upon which parents and their children are embarking. Parents will also learn how to assign chores, open savings accounts and make investments to help themselves and their children navigate the ins and outs of fiscal responsibility. Additionally, they can visit the book's website, www.theartofallowance.com, which includes other resources such as fun financial literacy activities and supplementary readings.

As Lanza explains, “Every family — every parent and every child — is different, and the book provides a framework around which families create their own allowance systems to help them raise money-smart, money-empowered kids. I've yet to encounter a parent who doesn't want his or her child to be financially literate. Every parent wants to do this, but few know where to start. As a fellow parent with only so much time in the day, my goal was to write a book that was short and easy to read to help parents set up a system that is easy to implement.”

About The Money Mammals by Snigglezoo Entertainment

Located in Los Angeles, California, The Money Mammals by Snigglezoo Entertainment bring educational content to life to promote financial literacy for kids. They want to help children become money-smart by providing parents, teachers, credit unions and other socially conscious, locally based

organizations with the most engaging materials available that focus on three foundational concepts: *distinguishing needs from wants, making smart money choices and saving for goals.*

Their resources, which include DVDs, books, apps and online content, are designed to make financial literacy learning fun and to help children understand that there is more to money than spending it.

They aim to aid in raising a generation of money-empowered kids by encouraging children and their families to get money-smart and money-comfortable to live happier, more fulfilled lives.

Visit www.themoneymammals.com for more information.

About John Lanza

Lanza is the Chief Mammal of The Money Mammals by Snigglezoo Entertainment and author and co-illustrator of the acclaimed “Share & Save & Spend Smart” children’s picture book series, featuring the Dr. Toy award-winning *Joe the Monkey Saves for a Goal*, *Joe the Monkey Learns to Share* and *Joe the Monkey and Friends Learn About Spending Smart*. Lanza also created *The Money Mammals “Saving Money Is Fun”* DVD and founded The Money Mammals Saving Money Is Fun Kids Club™, which is partnered with credit unions nationwide. A recognized youth financial literacy thought leader, Lanza and his Money Mammals have been featured by *The New York Times*, *The Wall Street Journal* and *The Los Angeles Times*, among others.

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