



Edutainment Fact Sheet

Teaching Kids Through Edutainment	<p>Visa understands that teaching consumers about money through “edutainment” or “gamification” is an effective means of demystifying a complicated subject by using the compelling and familiar medium of video games to learn while having fun. As part of Practical Money Skills for Life, Visa created a suite of educational games – just one component of the resources Visa offers to help teach people of all ages about personal finance management.</p>
About Financial Football	<p><i>Financial Football</i> is a fast-paced NFL-themed financial literacy video game created by Visa Inc.</p> <p><i>Financial Football</i> puts individuals’ fiscal knowledge to the test in a game that combines the structure and rules of the NFL with financial education questions of varying difficulty. The game challenges players to answer multiple-choice money management questions correctly to advance down the field for a chance to score. This free game has been developed with help from New Orleans Saints’ quarterback Drew Brees, who created a variety of its personal finance questions and appears on the cover.</p> <p>The engaging, interactive game is available in English and Spanish and can be played online at www.practicalmoneyskills.com/football or downloaded as a free app for iPhones and iPads (in HD) on iTunes. The online version of <i>Financial Football</i> has been played more than 1.6 million times.</p> <p>The game also includes companion classroom lesson modules for group discussion about how the information learned would apply to real-life situations to expand and reinforce greater financial learning. Each module features:</p> <ul style="list-style-type: none">• A narrative overview of the concepts to be taught• Goals and objectives of the lesson• Discussion section for teachers and students to review how lessons apply for them in their daily lives <p>Visa has partnered with 45 state governments and the District of Columbia to co-brand and distribute free copies of <i>Financial Football</i> to every public middle and high school in those states, including:</p> <p>Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.</p>
About Financial Soccer	<p>Similar in concept and execution to <i>Financial Football</i>, <i>Financial Soccer</i> is a FIFA World Cup-branded video game that combines the world’s most popular sport with an award-winning financial literacy curriculum.</p> <p>Before players can take a shot on goal, <i>Financial Soccer</i> challenges them to correctly answer questions about personal finance management to pass the ball and get closer to the goal. The game features three difficulty levels geared to children, teens and adults that teach players key concepts about saving, spending, budgeting, and the wise use of credit.</p> <p><i>Financial Soccer</i> can be played for free at www.financialsoccer.com. The game also includes companion classroom lesson modules for teachers who want to expand and reinforce greater financial learning.</p>



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About Financial Soccer (continued)

Financial Soccer is currently available in 41 countries and 15 languages, including:

Argentina, Australia, Azerbaijan, Bahrain, Belarus, Brazil, Canada, Chile, China, Colombia, Costa Rica, Ecuador, Egypt, Honduras, Indonesia, Jamaica, Japan, Jordan, Kenya, Korea, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Panama, Peru, Philippines, Russia, Rwanda, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, UAE, Ukraine, Uruguay, USA, Venezuela and Vietnam.

About Games for Young Children

Visa also offers elementary games that teach younger children how to identify and count coins, earn money from chores, make a budget, save and spend responsibly.

- **Money Metropolis:** Kids ages 7–12 navigate a multi-dimensional world and make life decisions that will affect whether their virtual bank account shrinks or grows while learning how to save for a goal and earn money. Available at: www.practicalmoneyskills.com/moneymetropolis
- **Peter Pig's Money Counter:** Kids ages 4–7 can practice identifying and counting coins with the help of a wise piggy bank. Available on Android devices and at: www.practicalmoneyskills.com/peterpigs

About Avengers: Saving the Day

Marvel Comics and Visa Inc. teamed up to create a unique financial literacy comic book called *Avengers: Saving The Day*. Combining Marvel's iconic superheroes with Visa's financial literacy expertise, this free comic introduces children to saving, banking and helps them make their own budget for the first time.

More than 350,000 print copies have been distributed around the world in 8 languages: Arabic, Bahasa Indonesia, Traditional and Simplified Chinese, English, French, Portuguese, Russian and Spanish.

The comic and a teacher's guide with related lesson plans is also available at: www.practicalmoneyskills.com/avengers

For More Information

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