

For Immediate Release
For press information, contact:
Melinda Voelcker
847-234-9477 x 203
Melinda@msgen.com



FINANCIAL LITERACY EXPERT SHOWS GRANDPARENTS HOW TO TEACH GRANDCHILDREN ABOUT MONEY

Beacham Authors New “Money Savvy Grands” Advice Column for Grandparents

Lake Bluff, IL (September 16, 2008) – Grandparents are hungry for the opportunity to teach their grandchildren about money. Why? “They want to do a better job with their grandchildren than they did with their own children,” states financial literacy expert and award-winning columnist Susan Beacham.

To help grandparents talk to their grandchildren about money, Beacham launched a new column this week, *Money Savvy Grands*. This new financial advice column is featured on silvervixens.com, an on-line gathering place for women over 55. This new thought-provoking column highlights financial literacy and money management challenges faced by grandparents as they relate to their grandchildren.

Beacham, who leads grandparent workshops, regularly sees how much grandparents want to give their grandchildren financial literacy tools as gifts or to give to their own children to make the choice. “Grandparents are in a unique position when it comes to their grandchildren,” notes Beacham. “They don’t want to critique the parents’ style of parenting; rather they want to support it. Money education is a great place to interject that support. Grandparents have the experience and the time, and parents are happy to get the extra help.”



Beacham grew up with her grandmother and understands the power a grandparent has when delivering a message. "Grandparents are unconditional when they educate their grandchildren. It makes the message easier to embrace," says Beacham.

Susan Beacham is the founder of Money Savvy Generation and creator of the beloved Money Savvy Pig[®], a four-chambered bank which teaches children the power of delayed gratification through money choices and goal-setting. She is also a financial expert, speaker, award-winning, nationally syndicated columnist and most recently co-authored *The Millionaire Kid\$ Club* children’s book series on money with financial expert Lynnette Khalfani-Cox. Her company, Money Savvy Generation, develops innovative products and services to help parents and educators teach kids the skills of basic personal finance. For more information, please visit the Money Savvy Generation web site at www.msgen.com or visit her blog at www.susanbeacham.com.

SilverVixens.com is the vision of Bonnie Price, Founder of Silver Vixen Enterprises, LLC, to combine her enjoyment of this stage of life and her delight in meeting and connecting fun, interesting women. Bonnie is the "After 55" columnist and blogger for WomenEntrepreneur.com. She is also the author and leader of the acclaimed workshop IT’S REINVENTION, helping women proactively plan the next phase of their lives.