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**Raising Financially-Savvy Children
By Teaching Them the Basics of Money From an Early Age**

“When times are good, our ignorance about money stays in the background of our lives. We might not be saving for our retirements, but we can worry about that later. There’s usually plenty of money around to fund our lifestyles right now, and that’s all we focus on. But today’s tough economic times can be humbling, and one thing that it teaches us is that our kids will have a much easier road ahead of them than we did if they learn how to handle money early. And it’s never too soon for them to begin,” asserts Alan Wolan, author of *Moneyology* and father of a 9-year-old boy.

Wolan – an investor, entrepreneur, success coach, and educator – is the author of *Moneyology 1: A Kid’s Guide to Money*, the first book in an illustrated series that’s designed to provide the foundation children need to become financially-savvy, prosperous and successful adults. “Oddly enough, basic financial education is not taught in schools. Parents, grandparents, and other caretakers must take it upon themselves to provide children with the tools to learn sound financial habits.”

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The book series and Web site, www.moneyology.com, offer easy-to-grasp information for parents and children. Even parents who never studied money management can successfully convey to kids the information they'll need to understand key financial concepts. The colorful visuals, clear language, and upbeat characters make it easy. In *Moneyology 1: A Kid's Guide to Money*, Ziggy and Piggy Banks convey the following basic financial concepts to young children:

- What is money
- Different forms of money: coins, bills, credit cards, debit cards and checks
- How to estimate the costs of various items
- How to organize your money
- Where to keep your money
- How to make change
- Different places to buy things

“Understanding finances yourself and knowing how to teach it to your kids are two completely different things,” Wolan suggests. “Many adults today are themselves struggling with basic financial issues; such questions as whether to withdraw money from their 401 K accounts or take out home equity loans to pay their bills. They have no savings plans in place to handle the rising costs of energy and other commodities. The gaps in their financial knowledge are becoming painfully apparent. Surely, they want their children to be smarter about money than they are. That’s why now is the time for parents to impart lessons about money to their kids. It’s never too early for kids to learn about finance, and it’s never too late for adults to re-learn the basics, either.”

Moneyology 1: A Kid's Guide to Money

By Alan A. Wolan

Moneyology Media

ISBN: 978-0-9816840-0-0

Price: \$10 U.S.

www.moneyology.com

Author Bio

Alan Wolan was born 1962 in Brooklyn, NY. He attended various public schools in Brooklyn, then later in Queens, the names and PS numbers of which he can no longer remember. After attending Forest Hills High School and graduating 28th in his class, he attended the University of Pennsylvania after his father agreed to pony up \$20,000 a year in tuition (a bargain in today's dollars). Alan began his college education as a pre-med student, eagerly following in his father's and grandfather's footsteps, both of whom were doctors. His desire to become a doctor was easily cured by working as a summer intern at the Mount Sinai hospital in New York where he realized that hospitals were depressing places.

He switched his major to Intellectual History. He was an enthusiastic student, which is the only explanation of why he graduated Magna Cum Laude, Phi Beta Kappa. He accepted a position as analyst at a real estate investment firm in Manhattan and, while working there, he attended NYU Business School for his MBA degree. After graduating, he switched careers to advertising so that he would never again have to wear a tie.

On November 9, 1989, the Berlin Wall fell, and Alan decided to quit his cushy \$42,000 a year job at an ad agency and move to Berlin to open a T-Shirt shop at Checkpoint Charlie selling silk screened wall graffiti t-shirts to American tourists. After selling thousands of poor quality t-shirts to unsuspecting backpackers, he decided to open Germany's first American hot dog shop, aptly named Mr. Hot Dog. The shop was a great success at first but then a failure because after everyone tried one of his hot dogs once, they never came back.

It was in Germany that Alan came up with the idea for Free Postcard Advertising. He sold all his worldly possessions in Germany, pulled together a whopping 15,000 Deutchmarks, and returned to New York determined to start America's first postcard advertising company, which later became GoCARD, the largest free postcard company in the world.

After getting lucky with GoCARD, Alan decided to start GoGORILLA Media, which is an advertising company based on the idea of outside the box advertising concepts. Several years later, Alan decided to go into the Urban Blight business by founding GoPOSTER, a company which plasters advertising posters all over the place.

In 2004, Alan took most of the money he saved from his advertising endeavors and invested it in apartment buildings, which he now owns and operates. Over the years, Alan realized that his chief talent in life is getting an idea into his head and stopping at nothing until that idea has been realized. Currently, Alan lives with his girlfriend and 9-year-old son in the pretentiously hip Williamsburg neighborhood of Brooklyn, New York.