



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 all ages about personal finance management.</p>
About Financial Soccer	<p>Financial Soccer 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, Financial Soccer 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>Financial Soccer can be played for free at www.financialsoccer.ca. The game also includes companion classroom lesson modules for teachers who want to expand and reinforce greater financial learning.</p> <p>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>Financial Soccer is currently available in 35 countries and 14 languages, including:</p> <p>Australia, Azerbaijan, Bahrain, Belarus, Brazil, Canada, Chile, China, Columbia, Costa Rica, Ecuador, Egypt, Honduras, Indonesia, Japan, Jordan, Korea, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Panama, Philippines, Russia, Rwanda, Saudi Arabia, Singapore, South Africa, Thailand, Ukraine, Uruguay, United Arab Emirates, United States, and Vietnam.</p>
About Games for Young Children	<p>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.</p> <ul style="list-style-type: none">• Money Metropolis: Allows kids ages 7–12 to 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.ca/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 at: http://www.practicalmoneyskills.ca/peterpigs



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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 and banking and helps them make their own budget for the first time.

More than 200,000 print copies have been distributed around the world in eight languages: Arabic, Bahasa Indonesia, Traditional and Simplified Chinese, English, French, Portuguese, Russian and Spanish.

The comic and corresponding teacher's guide with related lesson plans are available at: <http://practicalmoneyskills.ca/avengers/>

For More Information

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