

About Visa and Marvel's Partnership

Visa Canada understands that teaching consumers about money through “edutainment” or “gamification” is effective in making what can be a dull subject, exciting. By utilizing a compelling and familiar medium — comic books — Visa enables children to learn while having fun. Visa has teamed up with Marvel Custom Solutions to create financial literacy comic books and recently introduced a new global resource, the *Guardians of the Galaxy: Rocket's Powerful Plan* comic. Released in May 2016, it follows the popular *Avengers: Saving the Day* comic book from Visa and Marvel, of which 497,000 print copies have been distributed worldwide since 2012. The Avengers comic has also been co-branded by Visa clients, including HSBC in Mexico and Navy Federal Credit Union and Zions Bank in the U.S.

About Guardians of the Galaxy: Rocket's Powerful Plan



Children love comic books and knowing that children look up to super heroes, Visa and Marvel collaborated to create *Guardians of the Galaxy: Rocket's Powerful Plan*. The comic uses Marvel's iconic Guardians of the Galaxy and Avengers characters to make financial education entertaining and engaging for readers.

The new resource provides educators and parents with a tool to teach students about financial basics such as wants versus needs, the importance of saving for a rainy day, and setting aside funds for emergencies. To increase the availability of the comic in communities across Canada, Visa and the Toronto Public Library announced a partnership to distribute the new comic book to consumers through public libraries.

The 20-page comic features Guardians' characters Rocket and Groot, along with Avengers' Ant-Man, Thor and Black Widow. The comic also features a Super Hero Savings Smash worksheet and Fantastic Finance Terms for students, along with a Teacher's Guide. Available in digital and print versions, the comics have been shared with young students through storytelling sessions and classrooms worldwide. More than 100,000 comics have been distributed globally.

The books are available in 16 languages including: English, Arabic, Bahasa Indonesia, British English, Traditional and Simplified Chinese, Fijian, French, Japanese, Portuguese, Spanish, Tagalog, Thai, Turkish and Vietnamese.

About Avengers:
Saving the Day



Visa originally teamed up with Marvel Custom Solutions to create a financial literacy comic book called *Avengers: Saving The Day*. This free comic is aimed at helping parents and teachers begin the crucial conversation about wise money management with kids.

The 16-page comic book introduces children to the concepts of budgeting, saving and banking terms. Combining Marvel’s iconic super-hero characters and Visa’s experience in financial education, this unique partnership features Spider-Man, Iron Man, Thor, Hulk, Nova and other Avengers.

Utilizing the Avengers heroes in the months before the spring 2012 release of the Avengers movie is intended to capitalize on the anticipation for the film and channel that enthusiasm into learning vital personal finance skills. The comic also features a Budget Blaster worksheet and Fantastic Finance terms for students, as well as a Teacher’s Guide.

The comic is available in print and online at practicalmoneyskills.com/avengers in eight languages including English, Arabic, Bahasa Indonesia, French, Russian, Portuguese, Traditional and Simplified Chinese and Spanish.

Marvel
Background

“A wise man once said that with great power there must come great responsibility and that certainly applies to managing your finances. In an uncertain world, understanding how to save and properly budget your hard-earned money is one of the keys to personal success. The Avengers are not only the world’s greatest heroes, but they also know a thing or three about financial health. After all, Iron Man hasn’t managed his vast wealth of Stark Enterprises by accident, and as Spider-Man learns, you don’t have to be a millionaire to be a saving hero.”

– *Marvel Editor Bill Rosemann*

About Visa’s
Practical
Money Skills

The Guardians and Avengers comics are part of Practical Money Skills, Visa’s free, award-winning financial education program that launched in 1995. The program contains comprehensive money management resources and lesson plans tailored for use at home and in the classroom. This global financial literacy initiative is localized in in 42 countries, and is available in 16 languages.

For More
Information

Visit Practical Money Skills: practicalmoneyskills.ca/comics