Peter Pig's Money Counter Fact Sheet

About Peter Pig's Money Counter	The new Peter Pig's Money Counter iOS app teaches 5-8-year-olds how to count and save money. Released in November 2016, it follows the successful Peter Pig's Money Counter Android app released in the U.S. 2011, which has garnered 50,000 downloads to date. After completing three fun and engaging mini-games, students are encouraged to save a portion of the money they have in their piggy bank before visiting the virtual store. Once there, students can spend some of their virtual money to dress the character and place Peter Pig in a fun scene that can be shared with family and friends. The new game is available to play online at Practical Money Skills or to order as a CD, and can be downloaded as a free iOS at iTunes as a Canadian edition in English and French. Kids learn how to: • Identify, count and sort coins • Make purchases within budget • Put money aside for savings Features include: • 3 interactive games and levels of play • Fun facts about money • Savings tips • Virtual store • Rewards for saving
About Visa's Educational Games	Visa understands that teaching consumers about money through "edutainment" or "gamification" is effective in making what can be a dull subject exciting. By utilizing compelling and familiar mediums — video games, comics, and apps — Visa enables consumers to learn while having fun. Visa develops educational video games to provide elementary school children with foundational personal finance skills.
About Visa's Practical Money Skills	The Peter Pig's Money Counter game and app is part of Practical Money Skills, Visa Canada'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/peterpigsmoneycounter