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# Visa Edutainment Fact Sheet

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## Teaching Kids Through Edutainment

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, Visa created a suite of educational games – just one component of the resources Visa offers to help teach people of all ages about personal finance management.

### About *Financial Football*

*Financial Football* is a fast-paced NFL-themed financial literacy video game created by Visa Inc.

*Financial Football* puts individuals’ fiscal knowledge to the test in a game that combines the structure and rules of the NFL with financial education questions of varying difficulty. The game challenges players to answer multiple-choice money management questions correctly to advance down the field for a chance to score.

The engaging, interactive game is available in English and Spanish and can be played online at [www.practicalmoneyskills.com/football](http://www.practicalmoneyskills.com/football). The online version of *Financial Football* has been played more than 10 million times.

The game also includes companion classroom lesson modules for group discussion about how the information learned would apply to real-life situations to expand and reinforce greater financial learning. Each module features:

- 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 Visa has partnered with 49 state governments and the District of Columbia to co-brand and distribute free copies of *Financial Football* to every public middle and high school in those states, including:

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

### About *Financial Soccer*

Similar in concept and execution to *Financial Football*, *Financial Soccer* is a World Cup-branded video game that combines the world’s most popular sport with an award-winning financial literacy curriculum.

Before players can take a shot for a goal, *Financial Soccer* challenges them to correctly answer questions about personal finance 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.

The game also includes companion classroom lesson modules for teachers who want to expand and reinforce greater financial learning. *Financial Soccer* was released in conjunction with the 2014 FIFA World Cup™ and is currently available in 43 countries and 17 languages. The current version of the game features improved game play with higher fidelity graphics, preceding the FIFA 2014 World Cup™ Brazil in Rio de Janeiro.

The game is available in the following countries: Argentina, Armenia, Australia, Azerbaijan, Bahrain, Belarus, Brazil, Canada, Chile, China, Colombia, Costa Rica, Ecuador, Egypt, Honduras, Hungary, Indonesia, Jamaica, Japan, Jordan, Kenya, Korea, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Panama, Peru, Philippines, Russia, Rwanda, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, UAE, Ukraine, Uruguay, United States, Venezuela and Vietnam. It is available in the following

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languages: Arabic, Armenian, Azeri, Chinese, English, French, Hungarian, Indonesian, Japanese, Korean, Malay, Portuguese, Russian, Spanish, Turkish, Ukrainian and Vietnamese.

*Financial Soccer* can be played for free at [www.financialsoccer.com](http://www.financialsoccer.com).

### About Games for Young Children

Visa offers elementary games that teach young children how to identify and count coins, earn money from chores, make a budget, save and spend responsibly.

- Peter Pig's Money Counter: Kids ages 5–8 can practice identifying and counting coins with the help of a wise piggy bank. Available on iOS and Android devices and at: [www.practicalmoneyskills.com/peterpigs](http://www.practicalmoneyskills.com/peterpigs)
- Money Metropolis: Kids ages 7–12 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.com/moneymetropolis](http://www.practicalmoneyskills.com/moneymetropolis)

### Educational Comics for Visa and Marvel

Visa has teamed up with Marvel Custom Solutions to create financial literacy comic books, recently introducing a 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. More than 600,000 copies of the comics have been distributed in 16 regions around the world since 2012. The new Guardians comic is available in 16 languages, while the original Avengers comic was distributed in 10 countries and available in 8 languages.

The comics can also be viewed online as digital versions at: [www.practicalmoneyskills.com/comics](http://www.practicalmoneyskills.com/comics)

### For More Information

Contact us at [info@practicalmoneyskills.com](mailto:info@practicalmoneyskills.com)