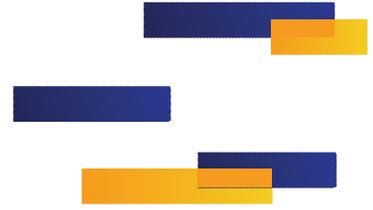




Edutainment Fact Sheet



Teaching Kids Through Edutainment

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 kids to learn while having fun.

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. This free game has been developed with help from New Orleans Saints’ quarterback Drew Brees, who created a variety of its personal finance questions and appears on the cover.

The engaging, interactive game is available in English and Spanish and can be played online at www.practicalmoneyskills.com/football or downloaded as a free app for iOS devices (in HD) on iTunes. The online version of *Financial Football* has been played more than 4 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, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

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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 at the 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. *Financial Soccer* can be played for free at www.financialsoccer.com. The game also includes companion classroom lesson modules for teachers who want to expand and reinforce greater financial learning.



Edutainment Fact Sheet

About Financial Soccer (continued)

Financial Soccer is currently available in 41 countries and 15 languages, including:

Argentina, Australia, Azerbaijan, Bahrain, Belarus, Brazil, Canada, Chile, China, Colombia, Costa Rica, Ecuador, Egypt, Honduras, 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, USA, Venezuela and Vietnam.

About Games for Young Children

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.

- **Peter Pig's Money Counter:** Visa develops educational video games to provide elementary school children with foundational personal finance skills. The new Peter Pig's Money Counter game teaches 5-8-year-olds how to count and save money. 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 and Android app. Available at: 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

About Comics from Visa and Marvel

Visa has teamed up with Marvel Custom Solutions to create financial literacy comic books, recently introducing 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. 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.

The comics and a teacher's guide with related lesson plans is also available at:

www.practicalmoneyskills.com/guardians

www.practicalmoneyskills.com/avengers

For More Information

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