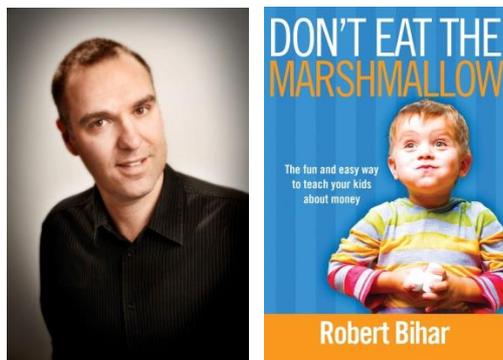


DON'T EAT THE MARSHMALLOW

Media Release

FINANCE ANALYST IMPROVES KIDS' FINANCIAL IQ ONE MARSHMALLOW AT A TIME



When it comes to teaching kids about money, many parents get it wrong. From not understanding their own attitudes to not talking to their kids about money and what to do with it, most parents would rather change the subject when the money question arises, or divert the responsibility to their child's school.

Finance Analyst Robert Bihar has addressed the common mistakes made when teaching kids about money in his book, **Don't Eat The Marshmallow; The Fun and Easy Way to Teach Your Kids About Money (RRP \$19.95)**.

In the book, Robert offers 7 tips for parents wanting to educate their children about money, including understanding their own money attitudes, talking to their kids about money, teaching their kids what to do with it, how to save, teaching them to give, educating about debt and how to avoid it, and ultimately, showing kids how to follow their passion.

"Kids are never too young to learn about money...It's not about maths and complicated calculations; it's about teaching your kids the right attitude. Attitudes are often formed early (between the ages of 5 to 12) and parents are the key influence on their kids behaviour at these ages," Robert explains.

"Knowing how to make sound money decisions is a core skill in today's world, regardless of age. It affects our quality of life, the opportunities we can pursue and our overall sense of security."

Providing fun and easy examples on teaching kids the right money behaviours, Robert does just that; giving parents the chance to improve their children's financial IQ, providing them their own sense of independence and achievement.

For further information and to purchase Don't Eat The Marshmallow, visit
www.robertbihar.com



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