

MoneySupermarket Launches 'SuperKid Savers' Campaign To Encourage Parents To Share Financial Education Tips

Submitted by: Propellernet

Monday, 22 October 2012

Britain's number one comparison site MoneySupermarket is seeking advice from parenting bloggers on how best to educate children about financial responsibility and savings, as part of its new 'SuperKid Savers' campaign, launched today.

Parents will be able to download an exclusive educational pack from moneysupermarket.com, containing tips from in-the-know mummy and daddy bloggers as well as advice from financial experts such as Tracey Bleakley from the Personal Finance Education Group (PFEG) and parenting coach Sue Atkins.

SuperKid Savers comes at a time when family finances are being squeezed more than ever. Recent research by MoneySupermarket found that a third of adults believe a £50 rise in their monthly outgoings would push them to financial breaking point and that 53 per cent of consumers are worried about how they will fund Christmas this year.

It is hoped that SuperKid Savers will go some way in ensuring that children are able to budget accordingly and make sensible financial decisions, no matter what the financial climate.

Clare Francis, head of content at MoneySupermarket said: "Today's children are growing up at a time when many families are really struggling financially because of the rising cost of living. Youngsters in particular will face some difficult financial decisions as they grow up, so getting a basic grasp of money and how to manage it from an early age will stand them in good stead when they're older.

"Although more schools do now have lessons about finances, it is often at home where most of the learning about the importance of money is done. This is why we'd love to hear the tips and advice from parents who are educating their own children about things like saving and budgeting."

Bloggers who share their tips on educating children about money can enter a competition to win £1,000 in a children's savings account of their choice, from those listed here:

<http://www.moneysupermarket.com/savings/childrens/> (<http://www.moneysupermarket.com/savings/childrens/>).

The winner will be selected at a fun, family event in which their child's financial understanding is put to the test. The competition will run for 4 weeks, closing on Friday 16th November 2012.

For more details on the event, the competition and the SuperKid Savers campaign, visit:

<http://www.moneysupermarket.com/savings/superkid-savers/>

(<http://www.moneysupermarket.com/savings/superkid-savers/>).

-ENDS-

Notes to editors:

For more information on SuperKid Savers, please contact:

Sophie Coley: Sophie@propellernet.co.uk or 01273 760969

Eshe Brown: Eshe@propellernet.co.uk or 01273 760959

Paul Lawler: Paul.lawler@moneysupermarket.com