



## **M IS FOR MONEY™ WINS PARENT TESTED PARENT APPROVED™ SEAL OF APPROVAL**

**(TORONTO) August 9, 2016** –Teresa Cascioli, author and founder of publishing company, Tess Creative Inc. is thrilled to announce that her book series *M is for Money™ – a kid’s guide to financial literacy™* has been awarded the Parent Tested Parent Approved (PTPA™) Winner’s Seal of Approval.

PTPA Media has North America’s largest volunteer parent testing community, with over 70,000 parents and is one of the most recognized seals in North America. The PTPA Winner’s Seal is evidence of a product’s excellence from having been evaluated by unbiased parent testers.

The *M is for Money* book series was amongst many entries from across North America competing to earn the PTPA Seal. Independent parent volunteers evaluate products in their own homes to ensure that PTPA winners are chosen based on merit and consumer experience – not on commercial considerations.

The PTPA Seal has gained recognition as an international leader in certifying consumer products for quality, effectiveness and value. Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for *M is for Money* which targets children ages 4-9.

“Financial literacy is just as important as reading and writing. The fact that the *M is for Money* book series earned the PTPA Winner’s Seal of Approval is a tremendous accomplishment for both the topic and the books,” said Ms. Cascioli. “Independent parent volunteers have evaluated the books and they have come up winners! I am thrilled.”

The all-Canadian *M is for Money* books deal with basic money concepts like loonies, toonies, loans, budgets and savings – just to name a few. There are nine books in the series which set kids up on the right path to financial literacy and provides them with an early understanding about money to help them cope and succeed in the future.

“At PTPA Media, we are proud to play a role in certifying innovative products that families can trust,” said Sharon Vinderine, CEO and founder of PTPA Media Inc. “When consumers search for our Seal of Approval on product packaging and web sites, they are essentially searching for validation from their peers. Their peers objectively tested and approved these products based on their performance in a real-life environment. That type of resource for families is priceless.”

### **About M is for Money – a kid’s guide to financial literacy**

In an era where kids are growing up with mobile pay apps and online shopping, the M is for Money book series teaches children important money concepts in a fun and creative way. The 9 books include *The Little Piggybank*, *The Little Lemonade Stand*, *The Little Trip to the Bank*, *The Little Wallet Named Pouch*, *A Little Loan for Benji*, *Under the Couch we found Money*, *Counting Comes First* and *Giving is Great*. They are available at [www.MisforMoney.ca](http://www.MisforMoney.ca), Indigo/Chapters, Mastermind Toys and other fine retailers across Canada.

### **About Teresa Cascioli, Author & Founder Tess Creative Inc.**

Teresa Cascioli is one of Canada’s top business minds. She is a commerce graduate from McMaster University in Ontario. As the former CEO of Lakeport Brewing she took the company from bankruptcy to a \$201 million sale to Labatt in just 8 years making it one of Canada’s most successful income trust public offerings. This award winning entrepreneur has been featured on *Profit* and *Chatelaine* magazine’s lists of Canada’s most successful women and has been named one of the Women’s Executive Network *Top 100 Canada’s Most Powerful Women*. She was awarded *Entrepreneur of the Year* by Canada’s Venture Capital & Private Equity Association as well as by Ernst & Young in their Turnaround Category. She was inducted in the *Sales Hall of Fame* by the Canadian Professional Sales Association. In 2012, Cascioli was awarded the *Queen’s Diamond Jubilee Medal*. Teresa supports many charitable organizations. Her charitable foundation donated in excess of \$6 million to her hometown of Hamilton, Ontario. Her charitable leadership has earned her the title of *Philanthropist of the Year* in her community.

### **For More Information Contact:**

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