

M is for Money™

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First Canadian children's financial literacy book series launches, *M is for Money*

(TORONTO) September 14, 2015 – Today, Canadian entrepreneur Teresa Cascioli launched the first all-Canadian children's book series on the topic of financial literacy called *M is for Money*™. The books follow the financial adventures of its main characters, Tessa and Benji, as they learn about money from Loonies and Toonies on up. The series deals with a variety of important topics such as Canadian currency, budgeting, visiting a bank, taking out a loan and more.

Long before she took bankrupt Lakeport Brewing and turned it into a \$201 million business, Cascioli was taught the value of dollars and cents and the importance of making smart spending choices by her parents. Now, as one of Canada's top business minds, she is hoping to spark similar conversations among the next generation of parents and teachers with her new children's book series developed for children ages 5 through 9.

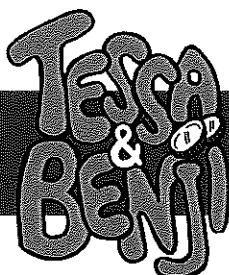
"Financial literacy is just as important as reading and writing," explains Cascioli. "With the growth of consumer debt in Canada, it is my hope that this book series helps parents and teachers start important money conversations early."

According to the Canadian Institute of Chartered Accountants, 78 per cent of parents have tried to teach their kids about financial management, but 60 per cent of them don't think they were very successful at it.

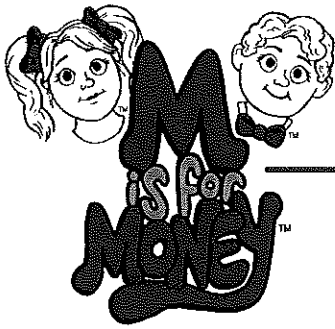
"With so many competing priorities and time constraints, *M is for Money* gives parents and teachers the tools to talk about money in a fun and creative way," says Cascioli. "Those early conversations helped me have an appreciation for money – how to earn it and spend it wisely."

In an era where kids are growing up with mobile pay apps and online shopping, *M is for Money* sets 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.

The first three books in the series are available now in eBook, soft and hardcover format at www.MisforMoney.ca, Indigo/Chapters, Mastermind Toys and other fine retailers across Canada. They are:



a kid's guide to financial literacy™



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M is for Money – The Little Piggybank – What is Money?
M is for Money – The Little Lemonade Stand – Working for our Coins
M is for Money – The Little Trip to the Bank – The Big, Big Piggybank

Everything about the books from the writing, illustrating, editing, website and printing is 100 per cent Canadian. Fun play merchandise, teaching guides, activities and an original “Nickels & Dimes® – M is for Money” song can be downloaded online at www.MisforMoney.ca.

The next six to follow later this year and the beginning of 2016.

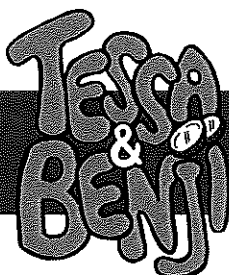
About Teresa Cascioli, Author:

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 she took the company from bankruptcy to a \$201 million sale to Labatt in just 8 years. She led 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.

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For more information or to arrange an interview with Teresa Cascioli, contact:

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