

PRESS RELEASE

Blue Chip Kids

Forget the Birds and the Bees, Parents Should Be Talking About the Bulls and the Bears!

Miami, Florida- September 21st, 2016 - South Florida PBS – WPBT2 and WXEL - announces the new mini-series **Blue Chip Kids!** Join us as we learn why it's never too early for anyone to become money smart. It will make its debut on WXEL and WPBT2 on Wednesday, September 21th after the **Nightly Business Report** for 20 weeks. Episodes will also be available on YouTube at WPBT2 South PBS.

Based on the book **Blue Chip Kids: What Every Child (and Parent) Should Know About Money, Investing, and the Stock Market**, this multi-episode short-form series provides a fun and easy-to-understand introduction to the world of money and investing for kids and parents. Written by David W. Bianchi—an investor and lawyer with an economics degree from Tufts University—this resource series demystifies the basic principles about money matters and shows what it takes to spend, save, and invest wisely. Each episode (literally) illustrates a new financial fundamental using simple examples, plain language and entertaining drawings. The episodes are one-minute-long, which makes understanding and discussing money matters easy for kids (and their parents)!

Season One

- Episode 1 – Let's Get Money Smart
- Episode 2 – You Need Money For Everything These Days
- Episode 3 – Live Within Your Means
- Episode 4 – Be a Disciplined Saver and a Conservative Spender
- Episode 5 – Money From Around the World; Its Not All The Same
- Episode 6 – The Euro, What Is That?
- Episode 7 - Money Exchange Rates
- Episode 8 – Different Ways To Make Money
- Episode 9 – Bitcoin and Electronic Currencies
- Episode 10 - You Are On Your Way

Major funding for the series provided by the Batchelor Foundation. Contact Francesca Minerva, FAL Enterprises at (718) 835-8546 for more information

https://www.youtube.com/watch?v=FOslvgi_qFA

About South Florida PBS

South Florida PBS, Florida's largest public media company, which includes Public Broadcasting stations WXEL-TV, serving the Palm Beaches and WPBT2, serving Miami-Dade and Broward counties. South Florida PBS connects organizations and institutions across our region and preserves South Florida's history. Leading the way in this global society, South Florida PBS serves diverse communities from Key West to the Sebastian Inlet and from the Atlantic Ocean west to Lake Okeechobee. South Florida PBS is committed to creating and presenting unique arts, education and cultural heritage programming, and serves as a model for telling unique local stories across a variety of digital media platforms.