

## FOR IMMEDIATE RELEASE

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**The Learning Key, Inc. Gets the Word Out on Eyewitness News  
on the CW Philly about Wi\$eMoney™**  
*An engaging financial literacy learning tool!*

Washington Crossing, P.A. – Elizabeth Treher, Ph.D. President and CEO of The Learning Key, Inc., located in Washington Crossing, Pennsylvania, appeared July 23, 2009 on the Eyewitness News on the CW Philly 7:00 am – 9:00am show. Liz was interviewed by Ukee Washington to talk about the company's newly developed financial literacy learning tool Wi\$eMoney™.

Wi\$eMoney™ is a board game that was created to support teachers in helping youth and young adults to become financially literate.

Elizabeth said, "It was great to be on the show to get the word out to the many teachers, parents and young adults who were watching. Financial responsibility needs to begin early in life and Wi\$eMoney™ can help to educate students."

The Learning Key, Inc. has been transforming learning into action for over 18 years. The company provides business-based board games and simulations, training and instructional design. To learn more, call 215-493-9641 or visit our website at [www.thelearningkey.com](http://www.thelearningkey.com).

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