

'Matching Meanings!' Game Cards Teach Both the Good & Bad About Personal Finance

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Washington Crossing, PA – October 22, 2009 – **"Matching Meanings!"** is a new way to learn about everyday financial subjects such as banking, investing, budgeting, finance, and credit – as well as about being cautious of harmful schemes such as identity theft, phishing, and spoofing.

Developed by The Learning Key Inc., "Matching Meanings!" is comprised of cards that are used by teams to teach participants about financial topics including budgets, credit and debit cards, IRAs and 401(K)s, credit scores, interest rates, mutual funds, and other subjects.

The 30-minute activity – which is appropriate for children, students, and employees – can be played in both small and large groups, and involves all participants in learning and reviewing financial terms.

"Matching Meanings!" (<http://tinyurl.com/yj7mhtp>) also teaches participants about the meanings of less positive financial terms including bankruptcy, bounced checks, default, and being overdrawn – and to be aware of potentially dangerous practices such as:

- Phishing – Electronic scam where spam or pop-up messages gain personal and financial information
- Spoofing – Reproductions of legitimate web sites or e-mails sent to you via e-mail to get personal information when you reply
- Skimming – Taking a credit card number illegally when processing the card
- Pharming – Redirects an Internet user to an identical-looking website asking for log-in information

- Vishing – Personal information, such as account numbers, given over the telephone to a bogus company

“Financial education today needs to comprise learning both good and bad outcomes and practices to fully prepare children, students, and employees to make educated decisions, and to be on the lookout for potentially harmful schemes,” said Elizabeth Treher, Ph.D., founder, President and CEO of The Learning Key Inc.

“Matching Meanings!” comes in two separate card decks. One deck is about banking, investing, budgeting, and payday (BIBP), and the other deck is about financing, credit, and identity theft (FCIT).

The Learning Key has also developed another learning tool for teaching financial education – an interactive game called **Wi\$eMoney®**.

Wi\$eMoney® (<http://tinyurl.com/yjo7nqk>) was created to support educators in helping young adults become financially literate. While playing, students must make choices as they are confronted with dynamic, real-world life and financial situations. Young people learn their decisions have short- and long-term consequences – just as in real life.

By playing, students learn about financial matters including managing a check register, distinguishing between needs and wants, and such unexpected life surprises as having to pay a parking ticket and needing to replace tires on the car.

Wi\$eMoney® has been tested on students ages 13-24 from 22 states, and their answers have improved from 55% to 93% after playing. The game supports standard financial curricula or can be used as a stand-alone learning tool.

For more information about “Matching Meanings!” or Wi\$eMoney®, visit www.thelearningkey.com or call (800) 465-7005.

About The Learning Key Inc.

The Learning Key Inc. has been transforming learning into action for technology-

based organizations for more than 19 years. The company provides business-based board games and simulations, training, and instructional design for organizations in the educational, banking, information services, pharmaceutical, biotech, chemical, and other industries. For more information, visit www.thelearningkey.com or call (800) 465-7005.