

# Why Every Parent Must Teach Their Kids About Money — Now

## Because What They Don't Know About Money, Credit and Debt Can Wreck Their Future and Ruin Their Lives

### What I Can Do For Your Audience

Story/segment Ideas for Tweens &Teens

Following are segment ideas to entertain, educate and empower parents to help their Tweens and Teens understand and manage money responsibility.

#### Give Your Teen A License to Spend

4 Surprising Benefits to Giving Your Teen a Credit Card When They're Old Enough to Drive

#### Demystifying the Magic Money Machine

5 Reasons an ATM is the Best Way To Teach Your Kids About Money, Credit and Responsible Spending

#### 401k's for Kids

Why a Family Matching Savings Plan is the Secret to Teaching Any Kid How to Save — And 4 Simple Steps to Creating One

#### The Risky Behavior That Today's Teens Are Engaged In

It Has Nothing to do with Sex, Drugs or Drinking - But It's Just as Dangerous and Could Ruin Their Lives

#### From the Birds & Bees to Money Trees

The Secret to Talking to Your Kids About Money Matters

For Sanyika Calloway Boyce, education equaled opportunity but despite doing everything right academically – she graduated college in 3.5 years with honors – she did everything wrong financially, racking up 10 credit cards and \$15,000 in unpaid debt in just under four years.

Sanyika quickly realized that a mix of good grades and bad credit wasn't a recipe for success in the real world. Shortly after graduation she found herself unemployed in her career of choice, financially frustrated, and on the verge of declaring bankruptcy.

Determined not to be a victim, she turned frustration into action by "schooling" herself and "graduated" from financial ignorance to financially literate.

#### As The Financial Fitness Coach

she incorporates these hard learned lessons into powerful messages that she shares with audiences of all ages.



### Why You Should Care Scary Stats

#### Did you that...

- In 2003, American children, teens, and young adults spent approximately \$172 billion dollars (The Harris Poll)
- 39 percent of teens get a regular allowance (Interprise Poll)
- 57 percent of teens look to their parents for financial advice and to learn "the basics" (Schwab Survey)

#### But, sadly...

- 79% of students between 16 and 22 have never taken a personal finance course (2005 Youth & Money Survey)
- Of the 5,775 high school seniors who took the Jump\$start personal finance test in 2006, 62% received failing scores. (Jump\$start Coalition)
- 93% of parents say their children don't have a clue about handling money (American Saving & Education Council)
- By the time the average American reaches middle- and high school age, few, if any, have actually learned about the power of good money management from their own parents (Journal of Financial Planning)

### How to Book Sanyika Contact Information

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#### Sanyika's Availability

Website: www.SanyikaCalendar.com

Based in New York/Tri-state — Available for in-studio interviews

Nationwide availability by satellite or phone, in-studio by arrangement, last-minute guest based on availability

**"Sanyika you're right on the mark. Personal responsibility is a major factor in managing your credit. So parents need to teach their kids to be financially responsible before they get their first credit card. Parents - don't count on the schools to do it for you!" - Daniel Jimenez, Managing Editor Young Money Magazine**

--> MORE ON THE BACK --> TURN OVER -->

"This generation is media-wise, sophisticated, technically-savvy, and influential trendsetters who are growing up much quicker than previous generations, yet they are being taught to be consumers and not savers or even responsible spenders" — Golden Marketing Group

## How I Deliver My Message Effectively Media To Date

### Television

Sanyika has appeared as a personal finance expert on local, regional, national and International media via ABC, CBS, FOX and NBC affiliates as well as other major television and news networks, including shows such as:

- NBC's "In the Loop" with iVillage
- CN8's "Money Matters Today"
- NY1's "New York Living: Money Matters" and
- STVA's "News: All in 30 Minutes" (Swaziland, South Africa)

### Radio

Sanyika's been a guest on more than 60 local, regional, national and International radio shows, including:

- ABC Radio
- USA Radio Networks
- NPR and
- 567 CapeTalk (Cape Town, South Africa)

She is also the host of, Next Level Lifestyle, airing on QT World Radio

### Print: Media

For more than three years, Sanyika has written a column which is featured in Young Money magazine.

Additionally she has been quoted in several magazines, newspapers and online publications. Her work is recognized by

such notable publications such as:

- USA Today
- Black Enterprise
- Entertainment Today and
- The Wall Street Journal

### Print: Books

Sanyika has written several books on personal finance, including:

- Crack 'Da Code: What Every College Student Needs To Know About Money, Love & The Dream Job
- Teen Money Tips: Simple Steps for Banking, Saving & Making Money

She's also a Contributing Author for the Internationally Best Selling "Chicken Soup for the Soul" book series.

In 2008 she will release: "Success Beyond Money: Six Surefire Steps For You To Reach Financial Freedom and Live a Life of Prosperity & Abundance" (January 2008) and "The Ultimate Money Book: A How To Guide for Teens to Manage, Multiply and Make Money" (March 2008)

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