

# Turning Middle Schoolers into Biz Kid\$



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# Biz Kid\$ at the Boys & Girls Club

[http://www.billingsgazette.com/news/local/article\\_2520e338-87c8-11de-8a75-001cc4c03286.html](http://www.billingsgazette.com/news/local/article_2520e338-87c8-11de-8a75-001cc4c03286.html)



The overall objective of Biz Kid\$ is to engage young people and help them to develop life skills in the areas of financial literacy and entrepreneurship.



# Ultimate Goal:

An educational tool that can engage and effectively raise the financial acumen of youths across the nation.



Biz Kid\$ is the fun, fast-paced public television series where kids teach kids about money and business. The amazing young business owners that are profiled on the series inspire viewers to turn their passions into profit.



# What do you know about Biz Kid\$?

- Saturday morning TV Spot on PBS
- 39 episodes reaching 230 million people over age 2
- In all 50 states
- 2 Emmy Nominations in season 1
- Creative team also produced '*Bill Nye the Science Guy*'



# Biz Kid\$ Background

- Planning began in early 2006 between:
  - Biz Kid\$ LLC (producers), Junior Achievement (JA) and America's Credit Unions
- First season was aired in January of 2008
- Now showing Season 3
- Junior Achievement (JA) develops the corresponding curriculum for each episode





Biz Kid\$ is endorsed by:



# Where should we take it?

- Girls Scouts (Boy Scouts) -- Financial patches
- 4-H
- Boys and Girls Clubs
- Afterschool programming
- In the schools
- Where else?



# Let's check out the website!

[www.bizkids.com](http://www.bizkids.com)

- video clip
- local show times
- the vault
- want to be on TV
- cool Biz stuff



# Winners!

- 2009 Daytime Emmy Award Recipient
- 2010 Herb Wegner Award for Outstanding Program



# More Information.....

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# Questions and Comments

