

8 December 2014

Dear Headteacher,

I am writing to let you know about 'bMoneywize', a game that makes managing money child's play.

bMoneywize, is the engaging creation of a local social entrepreneurial parent who in 2013, began the development of a game that would teach young people through play how best to manage money and to plan ahead for financial security.

Young people up to the age of 16 years old have been at the centre of the game's development, with its aim being to help young people realise the positive choices they have in life and how these choices can help move them forward in life to reach their full potential.

The game has the support of the Local Authority, endorsed by the Director of Children's Services, Helen Jenner, as well as **Barclaycard**, who sent this recommendation: 'Digital Marketplace, part of Barclaycard, has provided mentoring to the bMoneywize project and supports their ambition to provide financial education in schools'. **Prudential** will also be providing mentoring support.

I am also backing this game, with the offer of a limited number of **FREE** sessions to our schools, because I believe it will be of some help to you. At a time when a government push, in the shape of a new curriculum requirement for schools to provide lessons to help young people become more **financially literate** and aware, these sessions will be of great use on your lesson timetables.

I hope you will support the game as we do, and help young people reap the long-term benefits.

Thank you for the great work you continue to do in the borough's schools to ensure young people are well educated and realise their highest aspirations.

You can find out more information from Dr Arinola Araba, FRSA MBBS MSc by contacting her on **020 3288 2233** / 07940595273 or you can visit her website at [www.bmoneywize.co.uk](http://www.bmoneywize.co.uk)

Yours faithfully,



Councillor Darren Rodwell  
Leader of the Council  
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1. Email encouraging the take up of the time limited bMoneywize promotion of a free educational session for eight local schools.
2. A letter of reference from the Executive Headteacher at Beam County Primary school, L. M. Culyer.

Sponsored/ Supported by:



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