

National Tour Empowers, Entertains Thousands of Families

It's a Habit launches nation's first "Rock, Read, and Save" Tour to promote saving and reading to children and families.

(PRWEB) October 14, 2005 -- The nation's first "Rock, Read and Save" tour kicks off Saturday, in San Fernando, California. The purpose of the tour is to promote saving money and reading to children and families. The tour features Sammy "the Get in the Habit" Rabbit and children's author, Sam X Renick.

Over the next year, both Sammys will visit more than 10 states, 30 cities and a variety of venues to deliver strategic messages like: "Saving is a great habit!" "From every dollar save a dime!" and "Save...Read...Go Far!" to more than 250,000 people.

"Saving money and reading make going to college and other dreams come true," said Renick. "I can't think of two more critical skills for ensuring the future for children and families. If we are going to improve general and financial literacy levels around the nation, involving the whole family is critical."

Most studies indicate that financial literacy among young people is a growing global concern – one that has prompted Federal Reserve Chairman Alan Greenspan to conclude, "Children and teenagers should begin learning basic financial skills as early as possible."

"The program is outstanding!" said Jose Huizar, former President of Los Angeles Unified School District.

"The presentation nicely mixes lessons on saving, reading and writing," shared John McCombs, principal of Emerson Elementary in Riverside, CA.

"My daughter adopted a totally different attitude about money and became more of a saver, practically overnight," added financial author and expert, Gerri Detweiler.

"The bottom line is Sammy is infectious," Renick exclaimed. "He is a friend who makes learning fun for families. Test him with children and students. Don't be surprised if you find yourself singing his signature song, 'Get in the habit!' Parents and students constantly tell me they can't get the song out of their head."

For more information on Sammy's "Rock, Read and Save" National Tour or to schedule a tour stop, contact the "It's a Habit!" Company, Inc. at: email protected from spam bots, email protected from spam bots, email protected from spam bots or visit the "It's a Habit!" website at www.itsahabit.com

About the It's a Habit! Company, Inc.

The It's a Habit! Company, Inc. (IAHC) is a socially conscious edutainment company, located in Los Angeles, California, that is dedicated to providing parents and educators with strategic, fun, wholesome, easy to use tools that encourage kids to develop good habits and critical life skills, like saving money and reading. The company has won several awards and been featured in articles by media around the world for its innovative approach to education. The company's slogan is: Changing Children and Family Lives One Dime and Habit at a Time!

Press Online

<http://www.chicagotribune.com/business/yourmoney/chi-0510010302oct02,1,3875827.story>
<http://www.iht.com/articles/2005/08/19/yourmoney/mentry20.php>
<http://moneycentral.msn.com/content/CollegeandFamily/Raisekids/P100248.asp>
<http://www.krtinternational.com/public/preview.htm?doc=KRT%2Fkrtrosen%2Fdocs%2F000%2F047>
<http://www.kiplinger.com/columns/drt/archive/2004/dt040205.html>
http://hffo.cuna.org/story.html?doc_id=781&print=plain&sub_id=12433
http://www.ardmoreite.com/stories/021305/mon_0213050037.shtml
<http://www.kansascity.com/mld/kansascity/business/11044582.htm>
http://www.welchmedia.com/news/article_211.shtml

Tour Schedule – Leg 1

1. California - Oct. 15th - Family Festival / Mission College

Author, Character Appearance/Signing

Sponsor/Coordinating Org.: Friends of the Family

<http://www.fofca.org/>

2. California - Oct. 16th - Chandler School Book Fair

Author, Character Appearance/Signing

Sponsor/Coordinating Org.: Chandler School

<http://chandlerschool.org/>

3. New Hampshire - Oct. 17th - Blue Ribbon Conference & School Visits (2)

Author, Character Key Note Address/Signing

Author, Character Assemblies at Schools

Sponsor/Coordinating Org.: New Hampshire Partners in Education

<http://www.nhpie.org/sammy.html>

4. California - Oct. 20th - Cal State University Northridge Child Care Center (1)

Author, Character Assembly

Sponsor/Coordinating Org.: Telesis Community Credit Union

www.telesis.cu.com

5. Maryland - Oct. 24

Author, Character Assemblies at Maryland Schools (3)

Sponsor/Coordinating Org.: Debtscape

<http://www.debtscape.org/>

6. Maryland - Oct. 25

Author, Character Assemblies at Maryland Schools (3)

Sponsor/Coordinating Org.: Debtscape

<http://www.debtscape.org/>

7. Wash. DC - Oct. 26th - American Savings Education Council Semi Annual Conference Author, Character Presentation - "Financial Education - An Alternate Approach"

Sponsor/Coordinating Org.: American Savings Education Council

<http://www.choosetosave.org/asec/>

8. Maryland - Oct. 27 - Turner Elementary School, Wash. DC (1)

Author, Character Assemblies

Sponsor/Coordinating Org.: Andrews Federal Credit Union

<https://www.andrewsfcu.org/>

9. Virginia - Oct. 28

Author, Character Assemblies at Virginia Schools

Clearview Elementary (300), Dranesville Elementary (300), Hutchison Elementary (200)

Sponsor/Coordinating Org.: Northwest Federal Credit Union

<http://www.northwestfcu.org/>

10. Nevada - Nov. 2nd

Author, Character Assemblies at Nevada Schools (3)

Sponsor/Coordinating Org.: Silver State Schools Credit Union

www.silverstatecu.com

11. Nevada - Nov. 3rd

Author, Character Assemblies at Nevada Schools (3)

Sponsor/Coordinating Org.: Silver State Schools Credit Union

www.silverstatecu.com

12. California - Nov. 16th - San Fernando

Author, Character Headstart Assembly

Sponsor/Coordinating Org.: Institute for Leadership Development and Education

13. California - Nov. 19th - San Fernando Celebration of Books at SF Elementary School

Author, Character Appearance, Signing

Sponsor/Coordinating Org.: Commission Feminil

14. California - Nov. 23rd - San Fernando

Author, Character Headstart Assembly

Sponsor/Coordinating Org.: Institute for Leadership Development and Education

Dates Pending

California - Nov. - Family Read Night Baldwin Park Unified School District

Author, Character Performance, Signing

Sponsor/Coordinating Org.: Citibank

www.citi.com

California - Nov. - Will Rogers Elementary

Author, Character Assemblies at Nevada Schools (3)

Sponsor/Coordinating Org.: Will Rogers Elementary

<http://www.rogers.smmusd.org/>

California - Dec. 6 - Torrance, CA

Author, Character Appearance/Signing

Sponsor/Coordinating Org.: Casey Mervine, Charles Schwab



email protected from spam bots

California – Cleveland, Elementary, Lakewood
Author, Character Assemblies at Cleveland Elementary
Sponsor/Coordinating Org.: Cleveland Elementary / Michele Caya

2006 “Rock, Read, and Save” Tour Stops
January – Texas and Georgia School Visits
February - Florida School Visits
March - Michigan & Ohio School Visits
April - Los Angeles Times Book Fair
April - New York School Visits
May - California PTA Conference Fresno, CA
May - New Hampshire Schools
June - National PTA Conference Arizona
July - National Education Association Conference Orlando
September – Pennsylvania, South Carolina School Visits
October - National Book Festival
November - Texas Book Festival and Texas School Visits
November - Miami Int'l Book Festival and Florida School Visits

###

Contact Information

Sam Renick

IT'S A HABIT!

<http://www.itsahabit.com>

3232231522