

PRESS RELEASE

Money Week about to start... 10 to 14 march 2014

150.000 pupils learn to be money wise

The fourth edition of National Money Week kicks off on Monday 10 March. During this week, nearly 5,000 guest teachers will visit primary schools to teach pupils about dealing with money. Various other activities will also be organised, for in the classroom or at home. National Money Week is an initiative of the Money Wise Partnership and is made possible through the efforts of more than 90 organisations around the country. Her Majesty Queen Máxima will launch National Money Week at the Netherlands Institute for Sound and Vision in Hilversum on Monday morning. The 'Money Challenge' final, a school competition for children in the last year of primary school, will be part of the opening event.

As of this year, National Money week coincides with Global Money Week, in which eighty countries are involved.

Minister of Finance Dijsselbloem: 'It's never too early to learn good habits'

Jeroen Dijsselbloem, is enthusiastic about National Money Week: 'It will be an enjoyable and educational week for all primary school pupils. It's never too early to learn good habits. This also goes for financial habit. It's a good development that more and more bank and insurance employees and municipal staff members are involved in this week. This year, approximately 5,000 employees have volunteered to visit schools in order to teach children about money in a fun way.'

Teaching good financial habits at home and at school

Educational publisher Zwijsen and the Money Wise Platform have put together four teaching packs especially for this fourth edition of National Money Week. The teaching packs will enable all primary school pupils to independently explore the theme of dealing with money. The material is provided free of charge and is based on the National Institute for Curriculum Development's guidance notes on financial education and the financial competencies defined by the National Institute for Family Finance Information (NIBUD). Each pack also includes info sheets for parents, to help them in their child's financial education. In addition a special Money Week News will be distributed to all pupils. Parents, teachers and children can find a list of activities and things they can do at school or at home on the website www.weekvanhetgeld.nl.

Note for editors

Money Wise Platform [Wijzer in geldzaken]

Henriette Raap-Scheele, tel. 06 18 30 45 10 or Joost de Bree, tel. 06 47 40 80 65
pers@wijzeringeldzaken.nl, wijzeringeldzaken.nl/pers or twitter.com/wijzeringeld.

About the Money Wise Platform

The Money Wise Platform [Wijzer in geldzaken] is an initiative of the Dutch Ministry of Finance, in which partners from the financial sector, academia, the government, educational organisations, information services and consumer organisations pool their strengths to advance responsible financial behaviour in the Netherlands. Her Majesty Queen Máxima is honorary chair of the Platform. www.wijzeringeldzaken.nl

More information: www.wijzeringeldzaken.nl/english.aspx