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COLLEGE SAVINGS MOBILE APP TEACHES CHILDREN FINANCIAL RESPONSIBILITY

INDIANAPOLIS (July 16) – Today, Treasurer Mourdock announced the availability of a first of its kind mobile app which is focused on educating Hoosier families on financial literacy and saving for college. The app, Big Start, gives parents and children, from toddler to teen, information about saving money and provides age-appropriate interactive career-planning activities for use on any Apple or Android smartphone, and the iPad.

“We’re making learning about the value of money fun for children,” said Treasurer Mourdock. “I encourage families to use the Big Start app,” he added.

The app features four interactive sections that appeal to different learning styles. These include:

- **Little By Little interactive book** – This section illustrates how taking small steps can help accomplish big goals. For example, saving for college. Children can listen to a narrator read the book, activate animations with sound effects, and learn how to say “little by little” phrases in Spanish, French, Korean, Hawaiian, and Swahili.
- **What Is Money?** – The concept of money can be difficult to grasp for a child, but “What is Money” teaches children the basics of money and how to earn it.
- **When I Grow Up** – It is never too early to start thinking about the future. “When I Grow Up” helps children start to think about what they want to be and the schooling it will take to get there.
- **Save, Share, Spend** – Learning how to save can be daunting for anyone regardless of age. This section introduces children and their parents to a tested model for reaching savings goals.

Big Start is available through the College Choice 529 Plan as well as for download from both [iTunes](#) for iPhones and iPads, and [Google play](#) for Android smart phones.

For more information about the CollegeChoice 529 Plans, call (866) 485 9415 or visit www.collegechoiceplan.com.