
Visa Edutainment Fact Sheet

Teaching Kids Through Edutainment

Visa understands that teaching consumers about money through “edutainment” or “gamification” is an effective means of demystifying a complicated subject by using the compelling and familiar medium of video games to learn while having fun. As part of Practical Money Skills, Visa created a suite of educational games – just one component of the resources Visa offers to help teach people of all ages about personal finance management.

About *Financial Football*

A new version of the NFL-themed *Financial Football* financial literacy video game created by Visa Inc. was released in the fall of 2018. The new trivia-style game features all 32 NFL teams, 3D graphics, new content and gameplay, and opportunities with audibles, blitzes and game-breaking plays. Players can earn advantages by answering all four easy, medium or hard questions on the play calling sheet covering a range of topics including saving, identity theft, credit and life events. The game is available as a free iOS or Android app and can be downloaded for MacOS or Windows at <https://financialfootball.com/downloads>.

Financial Football puts individuals’ fiscal knowledge to the test in a game that combines the structure and rules of the NFL with financial education questions of varying difficulty. The game challenges players to answer multiple-choice and true and false money management questions correctly to advance down the field for a chance to score.

The engaging, interactive game is available in English and Spanish and can be downloaded as a free iOS or Android app, and can be downloaded as a MacOS or Windows game at www.financialfootball.com. The online version of *Financial Football* has been played more than 10 million times.

The game also includes companion classroom lesson modules for teachers who want to expand and reinforce greater financial learning. Each module features:

- Lesson plans for educators with a narrative overview of the concepts to be taught.
- Goals and objectives describing the expected learning outcomes of the module.
- Teaching notes to help educators structure their lessons.
- A discussion section for teachers and students to talk through how the information learned would apply to real-life situations.
- Written exercises to be used in groups or as an assessment of student learning.

Visa has partnered with 49 state governments and the District of Columbia to co-brand and distribute free copies of *Financial Football* to every public middle and high school in those states, including:

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

About *Financial Soccer*

Similar in concept and execution to *Financial Football*, *Financial Soccer* is a World Cup-branded video game that combines the world’s most popular sport with an award-winning financial literacy curriculum.

Before players can take a shot for a goal, *Financial Soccer* challenges them to correctly answer questions about personal finance topics to pass the ball and get closer to the goal. The game features three difficulty levels geared to children, teens and adults that teach players key concepts about saving, spending, budgeting, and the wise use of credit.

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The game also includes companion classroom lesson modules for teachers who want to expand and reinforce greater financial learning. *Financial Soccer* was released in conjunction with the 2014 FIFA World Cup™ and is currently available in 45 countries and 18 languages. The current version of the game features improved game play with higher fidelity graphics.

The game is available in the following countries: Argentina, Armenia, Australia, Azerbaijan, Bahrain, Belarus, Brazil, Canada, Chile, China, Colombia, Costa Rica, Ecuador, Egypt, Georgia, Guatemala, Honduras, Hungary, Indonesia, Jamaica, Japan, Jordan, Kenya, Korea, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Panama, Peru, Philippines, Russia, Rwanda, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, UAE, Ukraine, Uruguay, United States, Venezuela and Vietnam. It is available in the following languages: Arabic, Armenian, Azeri, Chinese, English, French, Georgian, Hungarian, Indonesian, Japanese, Korean, Malay, Portuguese, Russian, Spanish, Turkish, Ukrainian and Vietnamese.

Financial Soccer can be played for free at www.financialsoccer.com.

About Games for Young Children

Visa offers elementary games that teach young children how to identify and count coins, earn money from chores, save, make a budget, and spend responsibly.

- *Peter Pig's Money Counter*: Kids ages 5–8 can practice identifying and counting coins with the help of the wise Peter Pig. Available on iOS and Android devices and at: www.practicalmoneyskills.com/peterpigs
- *Money Metropolis*: Kids ages 7–12 navigate a multi-dimensional world and make life decisions that will affect whether their virtual bank account shrinks or grows while learning how to save for a goal and earn money. Available at: www.practicalmoneyskills.com/moneymetropolis

Educational Comics for Visa and Marvel

Visa has teamed up with Marvel Custom Solutions to create financial literacy comic books as a global resource. *Guardians of the Galaxy: Rocket's Powerful Plan* comic was released in May 2016, following the popular *Avengers: Saving the Day* comic book. More than 600,000 copies of the comics have been distributed in 16 regions around the world since 2012. The new Guardians comic is available in 16 languages, while the original Avengers comic was distributed in 10 countries and available in 8 languages.

The comics can also be viewed online as digital versions at: www.practicalmoneyskills.com/comics

For More Information

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