

Visa Celebrates Free Comic Day, Highlighting Avengers Give Away

Written by Hugh Norton
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Comic Book Brings Unique Approach to Financial Education into Classrooms and Homes Across the Country

Foster City, CA – May 3, 2013 – Free Comic Book Day is the first Saturday in May each year - when comic book shops across around the world give away comic books free to anyone who comes into their stores. Marvel Comics and Visa Inc. have teamed up to create an enormously popular financial literacy comic book called *Avengers: Saving The Day*

Combining Marvel's iconic characters, including the Avengers and Spider-Man, with Visa's financial literacy expertise, this comic introduced children to basic money concepts. Visa distributed over 250,000 copies of the free comic since the release in March, 2012

Avengers: Saving The Day is a 16-page comic book with a fast-moving plot revolving around Spider-Man and the Avengers learning about personal finance, while battling the evil Mole Man during an attempted heist. The book is accompanied by a teacher's guide that uses Marvel's characters to introduce children to basic financial concepts such as budgeting and saving.

Available at no cost, both in print and online at www.practicalmoneyskills.com/avengers , *Avengers: Saving The Day* is available around the world and is available in Arabic, Bahasa Indonesia, Chinese, English, French, Portuguese, Russian and Spanish. Hard copies can be ordered at http://www.practicalmoneyskills.com/resources/free_materials/

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