



FOR IMMEDIATE RELEASE

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MAYBANK FOUNDATION'S *CASHVILLE KIDZ* PREMIERES ON ASTRO TV IQ

Cashville Kidz is an exciting animated series that teaches children about important money management habits. It premiered on Channel 610 of Astro on 20 February 2013. This series was jointly developed by Maybank Foundation, the CSR arm of one of the region's leading financial institutions, and MoneyTree Malaysia, Southeast Asia's largest financial literacy training provider.

"A recently published statistic says more than 50 people in our country are declared bankrupt everyday. With this number going up by the day, we believe that there is no better time than now to begin educating children about money management habits," said Brandon Liew, CEO of MoneyTree Malaysia.

Cashville Kidz was developed to promote the Malaysian national agenda to educate as many people as possible about important money management habits. The 24-episode animated series will focus on specific financial lessons that range from the importance of saving money to developing positive spending habits and making smart investments.

This animated series has received the approval and endorsement of the Ministry of Education Malaysia. Viewers will follow the adventures of the programme's 4 main characters: Penny Wise, Barry Maveric, Sens Andola, and Suzy Spendamore as each character confronts individual challenges that develop their personalities and experiences. Targeted at an audience of 10-12 year olds, *Cashville Kidz* aims to make the learning process a fun and educational one at the same time.

"To be able to play a part in educating Malaysia's young minds on the importance of money management habits is an exhilarating experience. I want to thank the Maybank Foundation for their willingness to invest and give back to the Malaysian community through this programme. We are also delighted to partner with Astro to launch this series. We believe that with them, we'll be able to deliver exceptional entertainment and education to Astro viewers throughout Malaysia," added Brandon Liew.

"*Cashville Kidz* marks our commitment to promoting financial literacy on a national scale. The Maybank Financial Literacy Programme has been running since 2010 and through this unique programme, thousands of young children have learnt basic financial concepts and acquired skills to prepare them for future monetary challenges they might face. But simply organising workshops is not enough, which is why Maybank Foundation decided to work with Money Tree to take financial education one step further," commented Dato Sri Abdul Wahid Omar, President and CEO of Maybank cum Chairman of Maybank Foundation.

He further explained, “The *CashVille Kidz* series is not only informative and beneficial, it is also quite simply fun learning. To ensure that the programme reaches out to as many young minds as possible, we have not only pushed for the contents to be published in print, but online as well. We want the best for our communities, and our focus is to do so in a sustainable manner.”

Catch *Cashville Kidz* on Astro TV IQ on Channel 610 at 2.30PM every Wednesday.

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About *Cashville Kidz*

Cashville Kidz is aired at 2.30PM every week on Channel 610 of Astro. The animated series that teaches children about important money management habits revolves around the lives of Barry Maveric, Penny Wise, Sens Andola, and Suzy Spendamore in the town of Cashville. This program is endorsed by the Ministry of Education Malaysia. Go to <http://www.cashvillekidz.com> to find out more.

About MoneyTree

MoneyTree is the leading financial literacy training provider for children in South East Asia. Founded in 2009, MoneyTree was the first company in Malaysia to adopt a Learn-Through-Play method in their classes to create an environment in class that is both fun and educational at the same time. To find out more, please visit: <http://www.moneytree.asia>

About Maybank Foundation

The Maybank Foundation was incorporated in 2010, in conjunction with the Maybank Group’s 50th anniversary. Today, Maybank Foundation stands as the Group’s new vehicle for Corporate Responsibility, aiming to expand the Group’s impact across the region, touching lives and empowering communities to build a better future both for present and future generations. Find out more about the Foundation’s initiatives at <http://www.maybankfoundation.com>

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