



America Saves Week is February 20 – February 27, 2011.  
Go to [www.americasavesweek.org](http://www.americasavesweek.org) and learn how you and your organization can participate.

**American Express and Jean Chatzky Launch "The National Money Night Talk"**

**AMERICAN EXPRESS AND JEAN CHATZKY LAUNCH "THE NATIONAL MONEY NIGHT TALK" PROGRAM TO HELP PARENTS EDUCATE KIDS ABOUT FINANCIAL RESPONSIBILITY**

*Survey Shows Parents Want Resources to Teach the Importance of Money Management*

*Parents Encouraged to Access Tips and Take Pledge to Have "The Talk"*

American Express and personal finance expert Jean Chatzky today announced the launch of "The National Money Night Talk." This new program, which culminates on September 16, encourages families around the country to sit down and talk about money and financial responsibility. To help parents get prepared to have "the talk," American Express and Chatzky have created a new online resource now available at [www.moneynighttalk.com](http://www.moneynighttalk.com). On the site, parents can sign a pledge that they will talk to their kids about money and access exclusive Jean Chatzky videos and resources endorsed by the Council for Economic Education, based on the organization's national content standards.

[Press Release providing further details.](#)