



America Saves Week is February 20 – February 27, 2011.
Go to www.americasavesweek.org and learn how you and your organization can participate.

FTC Helps Prepare Kids for a World Where Advertising is Everywhere

Advertising to American kids is nothing new. But the Internet and other technologies have taken kids' exposure to advertising to new levels: ads are virtually everywhere.

That's why the Federal Trade Commission (FTC) has launched **Admongo**, a campaign to raise advertising literacy among the nation's tweens. Admongo is designed to equip kids ages 8 to 12 with critical thinking skills they can use to understand advertising messages. Through Admongo.gov – a game-based website – as well as a free in-school curriculum, a packet of sample ads, and several family activities, the Admongo campaign aims to teach kids to recognize commercial messages and prompts them to ask some key questions when they see them. Watch the [video](#) or read the [announcement](#) from the FTC for more information.

We hope you'll check out Admongo.gov and get *aducated*! Share the game, video, and other resources – like the [curriculum](#) and the [sample ads](#) – with your readers. Admongo is free and in the public domain. Link to it, grab graphics for your blog, and use the information in a post.

The Federal Trade Commission launched this new education initiative this morning (April 28, 2010) in New York. Our Bureau Director, David Vladeck, even got some nice air time on The Today Show with Matt Lauer --
<http://today.msnbc.msn.com/id/26184891/vp/36821759#36821759>