

www.sorted.org.nz

17 February 2004

Kids & Money Media Statement

For Immediate Release

Kiwi's keen to be sorted on money matters

New Zealanders are keener than ever before to become sorted on money matters, with the launch of Sorted Kids & Money helping to drive over 112,000 visits to the Retirement Commission's Sorted website in the last six weeks.

The Commission is also celebrating 750,000 unique visits to the website since it was launched in October 2001.

"These figures show that New Zealanders really do want practical help with their personal finances," Retirement Commissioner Diana Crossan said today.

"The high web visit numbers shows that the Commission is successfully fulfilling its mandate to provide New Zealanders with information and tools to help them manage their personal finances throughout their lives.

"Feedback tells us that people particularly like the way Sorted provides information about finances in a fun, interactive and interesting way.

"These same principles guided us in development of the latest addition to the Sorted site, Kids & Money, which helps children aged 5 to 7 understand basic financial concepts using interactive activities and games," she said.

People of all ages are visiting the Sorted website, which provides financial guidance on saving, investing, and borrowing as well information on retirement planning for individuals, employers and employees.

Kids & Money is already proving to be a hit with parents and kids, recording more than 27,000 visits since its launch a week ago.

So far the Kids & Money games have been played 23,308 times, demonstrating that they're a fun and popular way to teach children financial concepts.

To help kids become sorted on money matters go to www.sorted.org.nz.

//Ends.

Contact: Robyn Cormack
Marketing Communications Manager, Retirement Commission
Tel DDI: 04-494 6243
Mobile: 025 242 7936
Email: robyn.cormack@retirement.org.nz