

# Holiday Hints

## Give The Gift Of A Child's Future

### Teach Kids About Stocks—One Share At A Time

(NAPSA)—It's never too early for kids to learn about stocks and ownership. Why not spark their curiosity, interest, involvement and financial education at an early age?

Kids grow up with thousands of images that teach them how to spend, but almost none about the power of owning, investing or spending money wisely. Even gifts of cash can perpetuate careless spending and reinforce bad habits. But if you are able to get children interested—and begin teaching them how to value, invest and grow their money—you are providing for them a lifelong lesson and a smart financial future.

Giving a share of stock in a company that children can relate to is a simple, powerful way to introduce them to investing. Companies such as Disney, McDonald's and Mattel are a part of every kid's world. Giving them a little bit of ownership in one of these companies creates an easy opening to begin learning about stocks and investing. As shareholders, they'll get a "behind the scenes" look at their company's annual reports, a small say in how their company is run with one vote, and the chance to see the world through the eyes of an owner and investor.

Thirteen-year-old Teo Lamiot from Los Angeles, Calif., was given a share of Apple stock as a gift for his birthday. Together with his family, he used his stock to learn about money and investing.

According to Teo, "Owning a stock is a lot better than money because it teaches you about investing. I have a homepage that tracks my stocks and I check them when I log on to my computer!"

When his class at school was assigned a project about tracking stocks, Teo chose to track the real stocks that he owned. With his experience as a stock owner, Teo proudly says he "could teach other kids how to track stocks for our



**Giving a child the gift of stock can teach kids financial skills early.**

class projects. They didn't know as much about stocks as I did."

Giving stocks as gifts is a fun, easy and effective way to get kids to learn lasting, important financial skills early. "Owners see the world a bit differently. At One-Share we believe in the power of ownership and the lessons it teaches kids of all ages," states Byron Beach, author of the new book "Stock Matters for Kids: An Introduction to Stock and Ownership." Beach goes on to say, "Giving kids a bit of ownership creates an opening to talk about stocks and investing. Parents and families need more opportunities to talk about and practice good financial habits. Owning a single share of stock is a way to open this door, and 'Stock Matters' was written to help further this experience."

Oneshare.com has made it very simple to give a child the gift of stock, one share at a time. At One Share.com, choose a company and get a beautifully framed real share of stock to give to your child. This important gift will inspire an interest in saving, investing and earning with stocks, while also creating a new and memorable bonding experience between you and your favorite kids.