



## NEWS RELEASE

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# Visa launches interactive football game to help students gain money management skills

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### New program aims to help schools enhance teaching of financial literacy

**SYDNEY, embargoed to 8 April 2010** – Visa has teamed up with the educational community to launch Financial Football, a fast-paced interactive game that engages students while teaching them money management skills.

The FIFA World Cup™-themed game encourages players to compete by answering financial questions to pass the ball and score goals.

“Money management is an essential life skill, but it can be seen as a dry classroom topic,” said Chris Clark, Visa’s General Manager for Australia and New Zealand. “We hope that Financial Football will be able to enhance financial literacy skills by using one of the world’s most popular sports to provide students with an entertaining and interactive way to learn about personal finances.”

The content for the Australian edition of Financial Football has been developed in consultation with Business Educators Australasia, the peak organisation that supports the business education teaching community.

“The game will be a useful resource to engage students in better understanding financial terminology and its appropriate application,” said Christine Reid, Executive Officer of BEA.

Mr Clark said Visa would work with BEA to make the game available to secondary schools across Australia to provide business teachers with an additional online resource.

“In today’s complex financial world, young people can sometimes be overwhelmed by banking data and financial jargon. Whether it is making an investment plan, taking a short-term study loan or just being aware of money-saving tips, it is important for everyone to be equipped with basic financial knowledge and have access to the tools to make informed financial decisions,” Mr Clark said.

Financial Football has a ‘pre-game’ section that allows players to learn commonly used financial terms and teaches skills such as calculating interest payments.

The game is part of Visa’s commitment to reach 20 million people around the world with financial literacy programs by 2013.

Financial Football is free to play and available in five different languages (English, Bahasa Indonesia, Chinese (Simplified and Traditional), Japanese and Korean). To play the game or find out more about the rules, visit [www.visa-asia.com/financialfootball](http://www.visa-asia.com/financialfootball).

In conjunction with Visa's sponsorship of the 2010 FIFA World Cup™, Visa will run a Financial Football competition in Asia Pacific through to 7 May 2010. Australians can compete online against players from 35 countries and territories in Asia Pacific.

The four players with the highest scores at the end of the month-long competition will each win a package for two (inclusive of airfares and accommodation) valued at US\$12,000 to watch two 2010 FIFA World Cup™ preliminary round matches live in South Africa. In addition, the best 11 players will each receive a Visa FIFA merchandise pack. The competition is open to Visa cardholders and also to students aged 15 and above, residing in Asia Pacific<sup>1</sup>.

The highest scores will be posted on a competition leaderboard and players are encouraged to replay the game to stay at the top of the leaderboard.

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#### **Visa and FIFA**

Visa is the preferred card for the 2010 FIFA World Cup™ and Visa credit, debit and prepaid cards will be the only payment cards accepted, along with cash, in all 2010 FIFA World Cup™ stadiums. Visa's partnership with FIFA links one of the world's leading payment brands, and football, the world's leading sport, and creates business building opportunities for its partners and financial institution clients. Visa has been a FIFA Partner since 2007, with global rights to a broad range of FIFA events and competitions such as the FIFA World Cup™, the FIFA Women's World Cup™, FIFA Confederations Cup, the FIFA Club World Cup, the FIFA U-20 World Cup, the FIFA U-17 World Cup, the FIFA Interactive World Cup, the FIFA Beach Soccer World Cup, the FIFA U-20 Women's World Cup, FIFA U-17 Women's World Cup and the FIFA Futsal World Cup.

#### **About Visa**

Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 10,000 transactions a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank, and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit [www.corporate.visa.com](http://www.corporate.visa.com).

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<sup>1</sup> The Financial Football competition is open to Visa cardholders or students aged 15 and above, who are residents of the following countries or territories - American Samoa, Australia, Bangladesh, Brunei Darussalam, Cambodia, China, Federated States of Micronesia, Fiji, Guam, Hong Kong, India, Indonesia, Japan, Kiribati, Laos, Macau, Malaysia, Maldives, Mongolia, Nepal, New Caledonia, New Zealand, Papua New Guinea, Philippines, Singapore, Solomon Islands, South Korea, Sri Lanka, Tahiti, Taiwan, Thailand, Tonga, Vanuatu, Vietnam and Western Samoa.