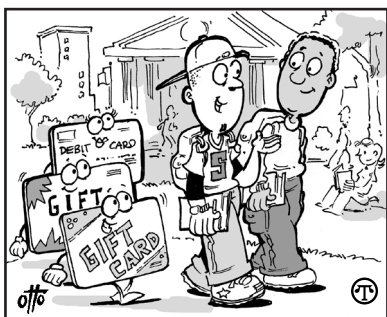


# DOLLARS AND SENSE

## Gift Cards and Prepaid Cards for Students Get Good Grades

(NAPSA)—Back-to-school season is a good time for students of all ages to learn lessons on managing money. Prepaid cards, such as retail gift cards, prepaid reloadable cards and telecom cards are a tool that parents can use to teach their kids responsible spending habits.



**DEBIT AND GIFT CARDS, along with mobile phone and refill cards, are useful tools for keeping students on a budget.**

When shopping for back-to-school clothes and supplies, many parents are giving their children gift cards instead of cash or credit cards to get what they need.

“Giving gift cards instead of cash empowers children to make their own decisions about what to buy and teaches them valuable lessons about responsibility and budgeting,” says Teri Llach, group vice president of Blackhawk Network, the leading third-party prepaid card program in the United States. “But because gift cards must be used at particular stores and they are for a limited amount, parents still have some control over what their child purchases.”

Parents are also opting to give their children reloadable telecom cards and mobile phones on pay-as-you-go plans.

Gift cards, prepaid debit cards, pay-as-you-go wireless phones and reloadable cards can be purchased from The Gift Card Store™ at grocery, drug and convenience stores nationwide. Stores such as Safeway, Giant Eagle and Wawa offer a large variety of gift card products from top national retailers and restaurants. Now gift cards for best-in-class brands such as Barnes & Noble Booksellers, Bed Bath & Beyond, BLOCKBUSTER, Foot Locker, iTunes Music Store, Chili’s Grill and Bar, and Nordstrom are conveniently available right when you need them.