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T. Rowe Price Launches Sweepstakes To Showcase Mobile App For Kids

The Great Piggy Bank Sweepstakes Combines Fun and Finance With a Chance to Win a Vacation for Four to the Walt Disney World® Resort

BALTIMORE, April 2, 2014 /PRNewswire/ -- T. Rowe Price announced The Great Piggy Bank Sweepstakes, offering parents a chance to make family memories while learning how to teach their kids important lessons about personal finance. The sweepstakes is open to parents age 21 and older with at least one child under the age of 15 at time of entry. It is accessible at PiggyBankSweeps.com and runs until May 31, 2014, at 11:59 p.m. ET.

To view the multimedia content associated with this release, please click: <http://www.multivu.com/players/English/65887-money-confident-kids-presented-by-t-rowe-price/>

As part of T. Rowe Price's commitment to helping parents teach their kids good financial habits, The Great Piggy Bank Sweepstakes offers a chance for the winner's family to vacation at the *Walt Disney World*® Resort, take a VIP tour of The Great Piggy Bank Adventure® interactive exhibit at INNOVENTIONS at *Epcot*®, and have a discussion with a T. Rowe Price certified financial planner on ways to save for college.

T. Rowe Price's 2014 Parents, Kids & Money Survey[1] revealed that parents may need some guidance on how to go about saving for college. Forty-four percent of parents thought a taxable savings account was one of the best ways to save for college, while only 34% identified a tax-efficient account as one of the best ways to save for college.

The survey also found that 83% of parents think games are a good way to teach kids about money and 68% of kids have played games involving saving and spending money. In collaboration with Walt Disney Imagineering, T. Rowe Price developed The Great Piggy Bank Adventure® Mobile App. Available for iOS and Android, the app engages kids with a 3-D board game that teaches the importance of smart financial planning such as setting goals, spending wisely, and understanding inflation.

T. Rowe Price encourages parents to invest in their kids' futures by talking to them about money matters weekly. Because April is National Financial Literacy Month, now is a great time for parents and educators to help kids build a strong understanding of basic money matters. T. Rowe Price's commitment to helping parents discuss personal finance concepts with their kids includes the launch of MoneyConfidentKids.com last year. This website serves as a resource for parents, educators, and kids to find helpful information, activities, articles, and games to teach and reinforce the skills required to make smart financial decisions.

Sweepstakes Details

- The Great Piggy Bank Sweepstakes grand prize consists of one trip for a winner and three guests to include air transportation to Orlando, FL; three nights' hotel accommodations at a *Walt Disney World*® Resort hotel; and ground transportation from Orlando International Airport to the *Walt Disney World*® Resort.
- Grand prize package will include four three-day *Magic Your Way* Park Hopper Theme Park tickets.
- While at the *Walt Disney World*® Resort, the winning family will receive a VIP tour of The Great Piggy Bank Adventure® interactive exhibit at INNOVENTIONS at *Epcot*®.
- The winner of the sweepstakes will receive a discussion with a T. Rowe Price certified financial planner to discuss ways to save for college.
- The estimated actual retail value for the prize is \$4,990.00.
- The sweepstakes is open to legal residents of the 48 contiguous United States and D.C. who are at least 21 years of age with a minor dependent child under the age of 15 at the time of entry.
- Official rules can be found here: PiggyBankSweeps.com

Quote

[Stuart Ritter](#), CFP®, senior financial planner with T. Rowe Price:

"The family that wins The Great Piggy Bank Sweepstakes will have an opportunity to begin learning financial best practices while on a fun vacation. For all other families, T. Rowe Price has many tools to help parents and kids have fun while learning important financial concepts.

"Teaching kids about money matters from an early age is an important job for parents, and they should try to take advantage of everyday teachable moments to help kids develop an understanding of budgeting, setting goals, and staying ahead of inflation."

About T. Rowe Price

Founded in 1937, Baltimore-based T. Rowe Price Group, Inc. (NASDAQ-GS: TROW) is a global investment management organization with \$692.4 billion in assets under management as of December 31, 2013. The organization provides a broad array of mutual funds, subadvisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The company also offers sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research. For more information, visit troweprice.com, Twitter (twitter.com/troweprice), YouTube (youtube.com/trowepricegroup), LinkedIn (linkedin.com/company/t.-rowe-price), or Facebook (fb.com/troweprice).

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[1] The sixth annual T. Rowe Price *Parents, Kids & Money Survey*, conducted by MarketTools, Inc., aimed to understand the basic financial knowledge, attitudes, and behaviors of both parents of kids ages eight to 14 and their kids ages eight to 14. The survey was fielded from January 29, 2014 through January 31, 2014, with a sample size of 1,000 parents and 924 kids ages eight to 14. The margin of error is +/- 3.0 percentage points.

SOURCE T. Rowe Price

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