

**About Avengers:
Saving The Day**

Visa Inc. has teamed up with Marvel Comics to create a new financial literacy comic book called *Avengers: Saving The Day*. This free comic is aimed at helping parents and teachers begin the crucial conversation about wise money management with kids.

The 16-page comic book introduces children to the concepts of budgeting, saving and banking terms. Combining Marvel's iconic super-hero characters and Visa's experience in financial education, this unique partnership features Spider-Man, Iron Man, Thor, Hulk and other Avengers in a comic that is available in print and online at icba.practicalmoneyskills.com/avengers.

Utilizing the Avengers heroes in the months before the spring 2012 release of *The Avengers* movie is intended to capitalize on the anticipation for the film and channel that enthusiasm into learning vital personal finance skills.

**Marvel
Background**

Marvel brought to bear their top talent to create *Avengers: Saving The Day*, including writer James Asmus and artist Andrea Di Vito.

- James Asmus has been writing scripts for all manner of media for over ten years. His Marvel Comics' work includes runs as a writer for Captain America & Bucky and Generation Hope, along with work on Uncanny X-Men, Deadpool Team-Up, Runaways, and more. He studied at Loyola University New Orleans, where he received a BA in Theater Arts.
- Andrea Di Vito, originally from Rome, was first published in America in Marvel Comics' Marvel Shadows and Light, with one of his pinups appearing in the comic book. Di Vito was asked to join the CrossGen staff as an associate penciler and became a fill-in artist for The First and Scion, becoming the official penciler of the former six months later. He recently penciled the six-issue miniseries Annihilation and the World War Hulk: X-Men limited series. He is currently working on Marvel Comics Presents. He becomes the regular penciler on Marvel's Nova title beginning with issue #22.

"A wise man once said that with great power there must come great responsibility and that certainly applies to managing your finances. In an uncertain world, understanding how to save and properly budget your hard-earned money is one of the keys to personal success. The Avengers are not only the world's greatest heroes, but they also know a thing or three about financial health. After all, Iron Man hasn't managed his vast wealth of Stark Enterprises by accident, and as Spider-Man learns, you don't have to be a millionaire to be a saving hero."
- Marvel Editor Bill Rosemann

**Avengers: Saving
The Day Around
the World**

Avengers: Saving The Day is being released around the world. Over 100,000 free print copies are being distributed in 8 different languages in countries globally. The comic book is also available online in English, Spanish, Portuguese, Chinese, Russian, Arabic, French and Bahasa Indonesia at icba.practicalmoneyskills.com/avengers.

**About Visa's
Practical Money
Skills For Life**

Avengers: Saving the Day is part of [Practical Money Skills for Life](#), Visa's free, award-winning financial education program that launched in 1995. The program contains comprehensive money management resources and lesson plans tailored for use at home and in the classroom. This global financial literacy initiative is localized across more than 30 countries.

**For More
Information**

Contact us at info@practicalmoneyskills.com.