



Visa Marvel Comic Fact Sheet

About Visa and Marvel's Partnership

Visa Inc. understands that teaching consumers about money through "edutainment" or "gamification" is effective in making what can be a dull subject, exciting. By utilizing a compelling and familiar medium — comic books — Visa enables children to learn while having fun. Visa has teamed up with Marvel Custom Solutions to create financial literacy comic books and recently introduced a new global resource, the *Guardians of the Galaxy: Rocket's Powerful Plan* comic. Released in May 2016, it follows the popular *Avengers: Saving the Day* comic book from Visa and Marvel, of which 497,000 print copies have been distributed worldwide since 2012. The Avengers comic has also been co-branded by Visa clients, including HSBC in Mexico and Navy Federal Credit Union and Zions Bank in the U.S.

About *Guardians of the Galaxy: Rocket's Powerful Plan*

Children love comic books. Knowing that children look up to super heroes, Visa and Marvel collaborated to create *Guardians of the Galaxy: Rocket's Powerful Plan*. The comic uses Marvel's iconic Guardians of the Galaxy and Avengers characters to make financial education entertaining and engaging for readers.

The new resource provides educators and parents with a tool to teach students about financial basics such as wants versus needs, the importance of saving for a rainy day, and setting aside funds for emergencies. To increase the availability of the comic in communities across America, Visa and the Public Library Association announced a partnership to distribute the new comic book to consumers through U.S. public libraries first.

The 20-page comic features Guardians' characters Rocket and Groot, along with Avengers' Ant-Man, Thor and Black Widow. The comic also features a Super Hero Savings Smash worksheet and Fantastic Finance Terms for students, along with a Teacher's Guide. Available in digital and print versions, the comics have been shared with young students through storytelling sessions and in classrooms worldwide. More than 100,000 comics have been distributed globally.

The books are available in 16 languages including: English, Arabic, Indonesian, British English, Traditional and Simplified Chinese, Fijian, French, Japanese, Malay, Portuguese, Spanish, Tagalog, Thai, Turkish and Vietnamese.

About *Avengers: Saving the Day*

Visa originally teamed up with Marvel Custom Solutions to create a 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, Nova and other Avengers. The comic also features a Budget Blaster worksheet and Fantastic Finance terms for students, as well as a Teacher's Guide.

The comic is available in print and online at practicalmoneyskills.com/avengers in eight languages including English, Arabic, Bahasa Indonesia, French, Russian, Portuguese, Traditional and Simplified Chinese and Spanish.

About Visa's Practical Money Skills

The Guardians and Avengers comics are part of Practical Money Skills, 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 in 46 countries, and is available in 19 languages.

For More Information

Visit Practical Money Skills: practicalmoneyskills.com/comics