

Understanding Our Economy

Learning About The Economy At A Virtual Mall

(NAPSA)—Parents and teachers who want to teach children about the economy and business just got access to a helpful resource.

A new Web site has been created that's designed to introduce kids to key consumer and business concepts.

Sponsored by the Federal Trade Commission (FTC), the site is set in a shopping mall and is aimed at young people under 12—a group that is reported to spend billions of dollars on goods and services every year. The site takes kids on an experiential journey that presents the Commission's mission and its role in American commerce.

"FTC.gov/YouAreHere links the important work of the FTC to the lives of children," said FTC Chairman William Kovacic. "It teaches kids how to be more savvy consumers by demonstrating the benefits of competition, how advertising can influence buying decisions, and the rules and regulations that many businesspeople deal with. It's a great tool for parents and teachers who are trying to help kids understand their role in the marketplace."

On the site, animated guides help visitors navigate a virtual mall and interact with shopkeepers and other consumers. Young people who visit can design and print advertisements for a shoe store, uncover suspicious claims in an ad, and guess the retail price of various candies based on their supply, demand and production costs.

One game that has players match the features of various cell phones with certain audiences illustrates the principles of target



A new Web site has been created to help young people understand the economy and how competition and advertising work.

marketing. Another game allows visitors to compare sales pitches from three pizza restaurants as it explains competition. A short film playing at the cinema illustrates the history of the FTC.

For parents and teachers, the site offers fact sheets that cover advertising, marketing and competition in more detail, along with ideas for related activities.

"We hope that teachers will use the site in classroom activities that involve consumer economics, government, social studies, history and language arts," chairman Kovacic said. "It takes a unique approach to both consumer tips and the role of business and government in daily life."

The Federal Trade Commission works for consumers to prevent fraudulent, deceptive and unfair business practices and to provide information to help spot, stop and avoid them.

To learn more, visit the Web site at www.ftc.gov.