

For Immediate Release  
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## ***SAVE A DIME ...GET A CARROT*** **SAMMY THE SAVING RABBIT COMING TO VENTURA SCHOOL AND BOYS AND GIRLS CLUB.**

Every think about how much information you received as a youth on saving money? The piggy bank was the way most of us got started. Now ensemble wealth management firm Kipp Brant Drummond and Associates is bringing popular money smart bunny, Sammy the Saving Rabbit lock, stock and penny power to Will Rogers School @ 316 Howard St., Thursday, 1:15-2:15pm September 28<sup>th</sup>. Plus, after school, Sammy the Saving Rabbit will visit the Ventura Boys and Girls Club after school crowd.

September 28<sup>th</sup> – Will Rogers School. 128 second and third graders will get Sammy the Saving Rabbit Coloring books, as well as meet Sammy and his founder Sam Renick CEO of the It's a Habit! learning company from Los Angeles.

The visit from Sammy is being funded by local financial firm Kipp Brant Drummond and Associates who will sponsor the visit and materials (the kids have chosen coloring books). Wealth Manager Stephen Kipp says: "Our schools need extra help with learning to save and general finances -- Sammy makes it so much fun." After the Will Rogers School, Sammy the Saving Rabbit will make a visit The Addison Club, Boys and Girls Club at 1440 No. Olive Avenue in Ventura at 3:00pm.

Founder, Renick has visited schools nationally and has been featured on KTLA and other news outlets for his unique Sammy the Saving Rabbit – now star of several books. Renick comments: "Children are not being taught to save their money. We want children to learn the habit of saving because if you think about it, saving money is the only way children can grow up to buy a home or have enough money to start up their own business,"

Renick, who began the It's a Habit Company four years ago said he decided to write books for children because he saw a need for financial education materials. As both a financial advisor for many years and a subcontractor in the Aerospace industry he was able to save enough money to start his book company. He has made more than 100 presentations throughout Southern California schools and nationally.

For more information and photo op – please call 805-983-3495 x111.  
[www.itsahabit.com](http://www.itsahabit.com) is Sammy's website.