

LilaMax Media, LLC, Launches new Podcast to Help Parents Teach Kids About Money

September 22, 2016—LilaMax Media is launching a new podcast to give parents tips on teaching their kids about money.

Ka-Ching with Jane King will launch Friday, September 23rd on iTunes and Google Play. Links to the podcast will also be made available on [Facebook](#), [Twitter](#), [LinkedIn](#) and the LilaMax Media [website](#).

Jane King will host the monthly podcast with Wall Street executive and mother Kim Mustin.

Each month will feature a rotating guest who also feels passionately about teaching financial literacy to young people.

Todd Horwitz, a Chicago based trader, radio/TV host and financial educator will be the first guest.

Todd says “Financial literacy has been hidden in the closet for too long. Financial literacy should be ‘the talk’ with kids. Our country is in financial trouble because we don’t teach our kids the importance of money.”

For anyone interested in watching the live video or sharing it on their website, you can follow Jane King’s professional [Facebook](#) page, [LinkedIn](#) or [Twitter](#) Account.

Jane and Kim also welcome questions from listeners, who can submit their queries via the hashtag #kidskaching

Jane King, CEO of LilaMax Media says, “This is an issue that so many people feel passionately about. It’s imperative that young people understand how money is made, how its saved and spent and how business works.”

The Co-host is Kim Mustin. Ms. Mustin was most recently the Co-Head of Global Distribution and a member of the Executive Committee for BNY Mellon Investment Management.

The podcasts will be produced by Rob Schulte. Rob Schulte is a podcast producer based in Brooklyn. Some of his other projects include *Doin’ It with Mike Sacks*, *Mr Corpo*, *The Bell*, and *Pumpkin Spice Podcast*. Find out more at [podcaster.nyc](#).

LilaMax Media COO Bob Morris says the podcasts can also help client TV and radio stations boost their content offerings on the web.

Listeners are welcome, and encouraged, to submit questions via Jane King’s [Facebook](#) page or on [Twitter](#) with the hashtag #kidskaching.

For more information contact LilaMax Media, LLC at 646-321-9496.

