

press release

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Pru Life UK presents Cha-Ching to the Bangko Sentral. The country's lone British life insurer, Pru Life UK, recently presented to Bangko Sentral ng Pilipinas (BSP) Governor Amando M. Tetangco, Jr. its Financial Literacy for the Youth Program, which aims to educate the Filipino youth on the four money management concepts of earn, save, spend and donate. Dubbed Cha-Ching Money Smarts, the program has been approved by the Department of Education for integration into the Grade 2 curriculum of public schools. It is being piloted in Tagaytay Central School and Upper Bicutan Elementary School. Cha-Ching is a multi-platform, multi-country musical edutainment program of Pru Life UK regional headquarters Prudential Corporation Asia. It features an animated musical cartoon series, interactive website, mobile applications, parent activities and school contact programs. It is designed for children aged seven to 12. The Cha-Ching cartoon series consists of a band of six members, created in collaboration with Cartoon Network and Dr. Alice Wilder, an internationally-renowned children's education specialist.

Photo shows BSP Governor Amando M. Tetangco, Jr. (second from left) receiving a token Cha-Ching Money Box from Pru Life UK Senior Vice President and Chief Marketing Officer Belle S. Tiongco (center). With them are (from left) BSP Corporate Affairs Director Fe M. Dela Cruz, Pru Life UK AVP for Advertising and Communications Reena J. Villamor, and Pru Life UK Senior Manager for Brand Activation and Community Relations Anna Gizelle V. Camua.

Established in 1996, Pru Life UK is a subsidiary of British financial services giant Prudential plc. Pru Life UK is the pioneer and current market leader of unit-linked or investment-linked life insurance products, and is one of the first life insurance companies approved to market US dollar-denominated

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unit-linked policies in the country. Pru Life UK is a life insurance company and is not engaged in the business of selling pre-need plans.

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