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## CUFA AND CPA AUSTRALIA LAUNCH EDUCATIONAL APP FOR CHILDREN IN MYANMAR

**Cufa** and **CPA Australia** today launched the **Count4Kids Myanmar App** at Mt. Pann Ta Pwint Monastic Education School in Taik Kyi Township, Myanmar.

This project powerfully combines digital technology with an educational tool to teach basic financial literacy to school children in rural Myanmar. The innovative tablet technology expands on Cufa's successful partnership with CPA Australia on the original Count4Kids Cambodia App that has been integrated into **Cufa's Children's Financial Literacy (CFL) program** in Cambodia since November 2015.

Through animation and games, the Count4Kids Myanmar App will teach four basic financial literacy concepts: earning money, budgeting for items, saving for future financial goals and making choices about spending money. Since 2008, over 90,000 children aged 6-12 years in Cambodia and Myanmar have been taught in Cufa's CFL program.

CPA Australia's Head of Policy, Paul Drum FCPA, said, "Following on from the success of the Count4Kids App Cambodia Project, CPA Australia is proud to continue our partnership with Cufa supporting financial literacy in Myanmar. We recognise that this tool enables local children to effectively learn the basics of finance, creating the opportunity for further education and long term career options. This project collaboration confirms CPA Australia's commitment to helping improve financial literacy in the Asia Pacific region."

Cufa's Chief Executive Officer, Dr. Peter Mason commented, "Cufa's CFL classes have had a significant impact on early financial literacy in Cambodia and Myanmar, with 72% of children continuing to save two years after the program completion. The impact of the digital interactive games as a technological tool to teach rural children financial literacy cannot be underestimated. Thanks to the support of CPA Australia, disadvantaged children will access financial education, and also gain exposure to technology so they will not be left behind in an increasingly digital world."

The CFL program was established by Cufa after its work with adults in poor communities showed the need to establish financial literacy skills at a young age. With printed and digital support materials, children in participating schools learn the basics of financial literacy and create sustainable futures for themselves. The development of early financial literacy creates independence and with positive long term impact, brings great benefits for the whole community.

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# MEDIA RELEASE



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**Cufa** is an Australian government-accredited international development agency committed to alleviating poverty across the Asia Pacific. Cufa currently works in Cambodia, Myanmar, Timor-Leste and the greater Pacific. Cufa creates infinite value by reaching over 4 million people each year through grassroots programs focusing on economic, education, enterprise and employment activities.

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