

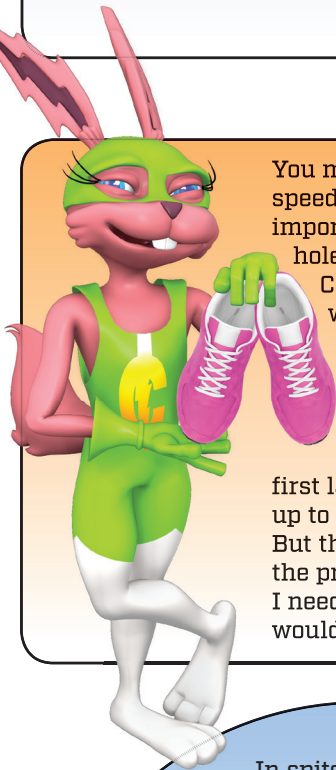
# WANTS VS. NEEDS

## DO YOU KNOW THE DIFFERENCE?

Hello, everybody. My name is Veloci-rabbit. But most people call me Penny. I was named after the first coins ever to be minted in the United States – just over 11,000 copper pennies, shortly after the Revolution. Today, there are between 7 and 8 billion of my namesakes in circulation!



You may have guessed that I love speed. So running shoes are very important to me! When I wore a hole through my insole at the Centsinnati Marathon last week, I hot-footed over to my sneaker shop and found a nice serviceable pair. Then I saw these purple beauties designed by my favorite sprinter, and it was love at first lace-up! Both pairs will stand up to mach-speed marathoning. But the fancy footwear is twice the price. I could choose the pair I need, or the pair I want. Which would you buy?



In spite of zillions of ads – and the loot your friends at school may show off – humans have only 3 true needs: shelter, clothing, and food. Your parents probably provide all these things for you. But did you know that kids today have more cash to spend – and more purchasing decisions to make – than any other generation of kids in history? So marketers tempt you constantly with designer labels, clever toys and games, and sugary treats placed at supermarket checkouts where you're sure to see them.



The advertisers' job is to make every want seem like a need! Your job is to recognize the difference. Then you can avoid being tempted into buying something just because "all the kids have it" or "it will make me look cool or smart" or whatever. Are there times when it's okay to buy something you don't need? Of course. But first, ask yourself the three questions I'm thinking of:

Am I willing to give up other things for it?

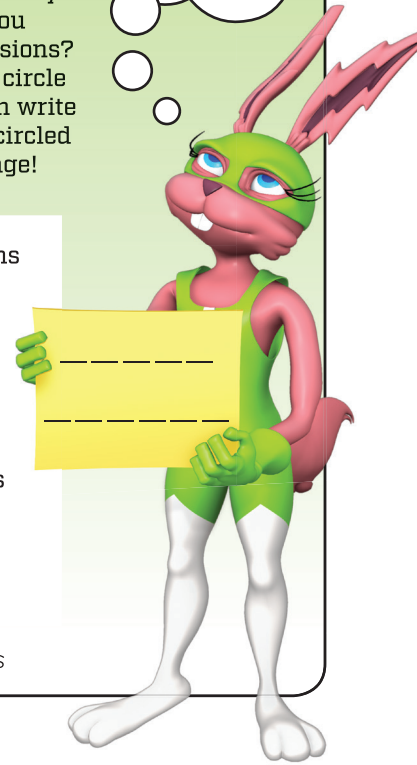
Will I still be glad I have it, next month or next year?

Am I willing to save for a while until I have enough money?

When I asked myself those questions, I decided the plain sneakers are the perfect fit for my feet and my budget. Would you make smart purchasing decisions? Look at the items below, and circle the ones that are wants. Then write down the first letter of each circled item to reveal a secret message!

- |             |               |
|-------------|---------------|
| House       | Hat & Mittens |
| Skateboard  | iWatch        |
| Pogo Stick  | Soda          |
| Bed         | Earrings      |
| Easel       | Umbrella      |
| Milk        | Lollypop      |
| School book | Eyeglasses    |
| Necklace    | Yoyo          |
| Doll        | Sweater       |
| Whistle     | Lunchbox      |

Secret message: SPEND WISELY



**DID YOU KNOW?** THERE ARE ONLY THREE UNIVERSAL NEEDS: FOOD, SHELTER AND CLOTHING.