



FOR IMMEDIATE RELEASE:

New Baby Journal Shows How to Recession-Proof a Child and Grow a Millionaire for a Dollar a Day

Coeur d'Alene ID: Against a backdrop of economic uncertainty, home foreclosures, bankruptcies and falling stocks one veteran financial advisor has some good news – it's possible to turn a new baby into a millionaire for only a dollar a day.

Advisors often talk about the importance of starting early when it comes to saving and investing but Brad Dugdale, a financial consultant with 25 years experience has taken the concept to a whole new level. "Most people are surprised to learn that only one dollar a day can create a millionaire over a period of 65 years. It's all because of the miracle of compound interest and the extra time you get simply by starting at birth."

Dugdale points out that waiting just nine years to start a plan would cut the investment return in half. "Obviously you can still get to a million dollars but now it takes more money every day, and that's something many American's seem to be lacking right now. "

To illustrate the power of compound interest from birth and educate parents about money Dugdale has created "Munny Journey, a Keepsake Journal for Baby's First Money." The book is modeled after traditional baby journals and records money "firsts", such as baby's first dollar, first savings account and first investment. It is also an educational tool, providing information on cash accounts, stocks, bonds and how compound interest can create wealth.

Dugdale says the reason many people struggle with credit card debt, mortgage payments, student loans and saving enough for retirement is because they simply don't understand how money works. If people don't follow simple rules, like maintaining an emergency cash account, the current economy can be financially devastating. He hopes the journal can change that and create a new generation of millionaires. "Every Mom wants her child to be financially secure," says Dugdale, "but many don't know just how easy it is to provide that."

For those who want to do the math Dugdale bases his dollar a day formula on an average annual return of 9%, within the historical average return of the S & P 500. With stocks trading lower than recent peaks it also provides parents with older children a chance to "catch-up" on the million dollar plan. The added boost they could get from buying low may help them make up for lost time. "Time is the critical component," says Dugdale, "waiting just nine years to start this program could halve a child's investment return by age 65."

The journal is the perfect gift for any new parent and is offered online at <http://www.munnyjourney.com>

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