
Affluenza

Part of the Emmy® award-winning *Connect with Kids* series

A community-based partnership sponsored in your area by your local schools, WSB-TV Channel 2 and *Connect with Kids*/CWK Network.

**A Television Presentation: Saturday, March 18, 2006 @ 1:00 p.m.
on WSB-TV Channel 2 (ABC)**

(Date/time subject to change. Please check local listings and visit www.connectwithkids.com/wsb and click on "On TV" for future televised specials.)

Affluenza: It is a relatively new word in the vocabulary of America, the idea that we are raising a generation of kids who are spoiled, materialistic and bored; kids who define success and themselves by possessions, especially brand-names; kids especially susceptible to advertising; kids who are often in debt by the time they leave college. In fact, in one survey, 93 percent of teenage girls say shopping is their favorite pastime. But there are cures for Affluenza, as we see in the stories profiled in this special:

- **Jakiya, 16**, is a cheerleader in Los Angeles. She is popular and loves to dress well. In a recent month, she went shopping at the mall *every single day*. She owns 48 pairs of jeans, 28 pairs of shoes, and her mother is single and works two jobs. Now, she takes a test for Affluenza.
- **Haidee, 15**, used to be spoiled. Her parents say they would buy things for her out of guilt. They were divorced, money was tight, and neither parent had much time to spend at home. Experts say guilt is a common cause of Affluenza, but Haidee's parents found a remarkable cure that may have changed their daughter profoundly and forever.
- **David and Evan, ages 17 and 15**, come from a privileged family. Their combined allowance is more than \$100 every week; the older boy has his own SUV; the younger gets pretty much whatever he wants. But recently the two brothers spent five days living outside, hungry and cold like a homeless person, and they learned how to be happy for the price of one dollar a day.

Connect with Kids programs feature real kids, true stories, experts and educators ... a way to help parents and kids start a conversation about the tough topics kids face every day.

USE THIS FLYER TO:

- Tell parents about the upcoming television special
- Ask parents and students to watch together
- Reprint in school newsletters, send via email or post on school Web sites
- Coordinate the TV program with classroom topics and lessons

For more information, or to purchase a copy of the show, visit www.connectwithkids.com, or call 1-888-598-KIDS (5437) and press 2. Or email us at sales@cwknetwork.com.

