



THE INFLUENCE GAME: [Toyota's powerful D.C. friends](#)

New Mexico Online Network for Teens Hopes to Help with Career, Financial Choices



Buzz up! 0 votes | Send | Share | Print

Tue Feb 9, 8:37 am ET

Teens continue to be bombarded on a daily basis with negative messages involving violence, sex, drugs and alcohol. A new online site, www.iaam.com, hopes to change that by offering a new message to teens that says, "I am confident. I am money-sawy. I am aware."

Albuquerque, NM (Vocus) February 9, 2010 -- Teens continue to be bombarded on a daily basis with negative messages involving violence, sex, drugs and alcohol. A new online site, www.iaam.com, hopes to change that by offering a new message to teens that says, "I am confident. I am money-sawy. I am aware."

RELATED QUOTES

^DJI	10,058.64	+150.25
^GSPC	1,070.52	+13.78
^IXIC	2,150.87	+24.82



iaam.com – The Teen Entertainment and Life Skills Multimedia Network was launched in 2009 by media entrepreneur Malini Hoover with the mission of connecting teens through creative fun, while helping them with valuable life skills in finance, career, health, and lifestyle. Ms. Hoover says iaam.com is like Nickelodeon, but on a financial and life-skill mission.

"As a teenager I learned about being ready for financial ups and downs," she explained. "When my father needed cash for business trips, but Indian banks were closed due to holidays or riots (which occurred about 50% of the year), I helped my mother excavate their rainy-day cash from a locked trunk at the bottom of a dark store room. That was pretty extreme, but today's teens need to learn how to make financial and career choices – and to do so, they must be equipped with proper knowledge. That's the whole purpose of iaam.com."

While teens use multimedia technology daily, there is little on the market to develop their financial and life skills.

Top Stories

- [Obama meets with GOP, says can spur job growth](#)
- [State Farm says it warned NHTSA on Toyota in 2007](#)
- [Another major storm headed to snowy Mid-Atlantic](#)
- [Health crisis in Haiti enters a deadly new phase](#)
- [US poised to seize Afghan town as Taliban dig in](#)
- [Wall St rebounds on Greece aid reports](#)
- [Over 60 feared dead, 400 hurt in Afghan avalanches](#)

[More Top Stories »](#)

ADVERTISEMENT

Life Solutions by [LowerMyBills](#): an [Experian](#) company



Obama backs insurance regulation. If you drive less than 2 hours/day, you may qualify for car insurance discounts.



You may qualify for a grant to go back to school.



Mortgage rates as low as 3.616% APR. Take advantage of government refinance programs.

Featured