

## FOR IMMEDIATE RELEASE

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**Contact:** Sheena Robinson

**Phone:** 404-980-3511

**Email:** sheena@financialparenthood.com

**Website:** www.financialparenthood.com



### *The Financial Parent Consultant* featured on Atlanta's R&B station KISS 104.1 FM

Atlanta, Ga October 26, 2016 – Sheena Robinson, *The Financial Parent Consultant*, will be featured on KISS 104.1 FM segment of “Business in the Black” hosted by Twanda Black on Sunday, November 20 around 6:30am Eastern. Robinson will share how her new book, *Financial Parenthood: The Keys to Raising a Rich Kid* has a great effect on families today. She will also share about her own personal struggles growing up without knowledge of the financial world.

The core of Robinson's book takes parents through the five different stages of financial development children go through and what type of financial exposure they need at every age level. Because Robinson understands many people don't like to read about subjects they may find hard to understand, she was very intentional about keeping things within her book simple, clear, and doable so that the average person could grasp an understanding of the financial world and what it takes to live the best life possible.

*“I am so excited to have another opportunity to encourage as many parents as possible on the importance of early prevention and how to take on the role of a financial parent, said Robinson. The more parents become aware of their part in their children's financial future the sooner the conversation about building a solid financial future can start.”*

“Business in the Black” is aired weekly on KISS 104.1 FM. The segment allows business owners, authors, and other prominent figures to share how they are making a difference in the community with their specific platform. Listeners are able to learn what type of resources exist that could potentially help them.

“I believe Sheena did an excellent job writing *Financial Parenthood*, said Black. The information in this book is something every child should have an opportunity to learn early.”

You can listen to the interview by tuning in to KISS 104.1 FM or by visiting the station's website [www.kiss104fm.com](http://www.kiss104fm.com).

**About KISS 104.1 FM:** KISS 104.1 FM is known as Atlanta's Best R&B and throwback radio station. They are a subsidiary of Cox Media Group.

**About Sheena:** Sheena Robinson, *The Financial Parent Consultant* is a financial professional who specializes in helping parents create financial and career plans for their children. She is the founder of Diva 4 Wealth, an organization dedicated to teaching financial education. She hosts various financial workshops monthly.

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