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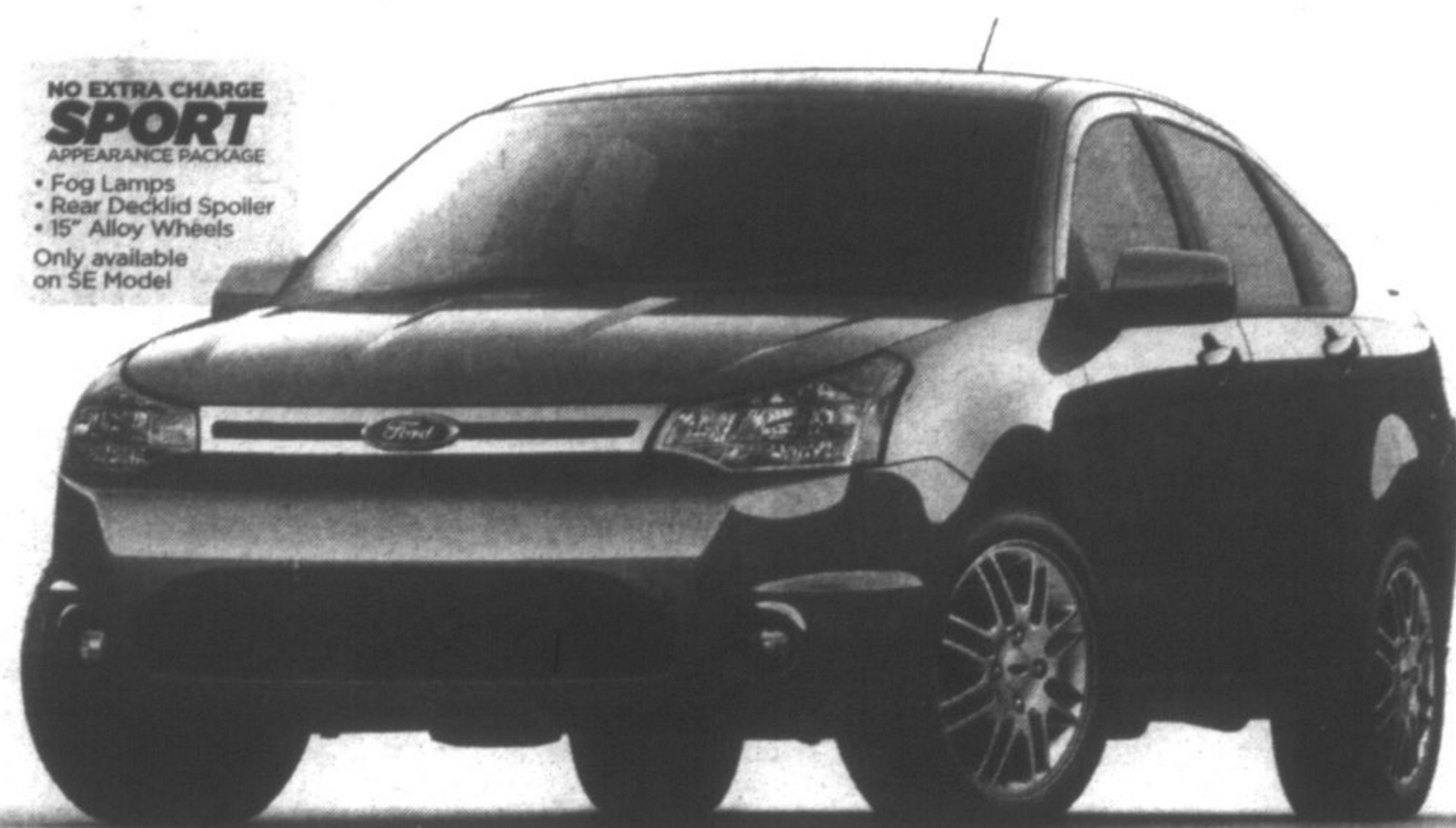
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SE model shown

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Ford Drive one.



ELIZABETH JOHNSTON: Whitchurch-Stouffville mother wants to get children away from TV and video games.

Mom launches reward bucks for children

BY SANDRA BOLAN
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Elizabeth Johnston has created a reward and redemption game for parents and kids entitled Kids Cash.

"It's to motivate children and get children away from video games and television," the Whitchurch-Stouffville resident said.

The program is aimed at children aged three to 10.

The children receive Kids Cash reward dollars from their parents for completed chores or good behaviour. The children then redeem the 'cash' for a specific amount of video game playing time or something else agreed upon by the parents and children.

"We're in the give-me, give-me generation (and) I'm implementing a tool for self discipline."

The reward dollars can even be saved up for a larger treat, such as a day at the zoo, Ms Johnston said.

"We're in the give-me, give-me generation (and) I'm implementing a tool for self discipline," she said.

The concept of rewarding desirable behaviour is not new to Ms Johnston who, 20 years ago, created TV Tickets for her own children.

"I didn't like children watching TV all the time and I needed a way to tell (my) children you can't watch it all the time," she said.

An added benefit Ms Johnston is hoping for is money management.

"If (the children have) been working with cash earlier in their life, then maybe it's not such a big thing" when they get older, she said.

A box of 250 coupons costs \$24.99 and is available at www.kidscash.ca

Ms Johnston suggests using different coloured coupons for each child in order to keep things simple.

The program will be officially launched at a reception Saturday at Hanson's Restaurant, 3721 Aurora Rd. at Kennedy Road, from 7 to 8 p.m.

Offers available at participating dealers only. Dealer may sell or lease for less. Factory order may be required. Limited time offers. Offers may be cancelled at any time without notice. See participating Dealer for details. *Offer valid from March 2, 2010 to April 30, 2010 (the "Program Period"). Purchase or lease a 2010 Ford Focus, Fusion, Mustang (excluding GT 500), Taurus, Escape, Edge, Flex, Explorer 4-DR, Expedition, E-Series, Transit Connect, and all Lincoln models (each an "Eligible Vehicle") during the Program Period and receive up to a maximum of \$1000 worth of selected Genuine Ford accessories, factory installed options, or Customer Cash (the "Offer") which must be applied to the Eligible Vehicle. The Eligible Vehicle must be delivered or factory ordered between March 2, 2010 and April 30, 2010. Taxes payable on the total price of the Eligible Vehicle (including accessories and factory options), before the Offer value is deducted. This Offer is subject to vehicle, accessory, and factory installed option availability. Dealer may sell for less. This Offer only applies up to a maximum of \$1000 worth of accessories, factory options or Customer Cash. Only one (1) Offer may be applied toward the purchase or lease of each Eligible Vehicle. This Offer can be used in conjunction with most retail consumer offers made available by Ford of Canada at the time of factory order or delivery (but not a combination of both). The Offer is combinable with the Commercial Connection Program. This Offer is not combinable with CPA, GPC, Daily Rental Allowances, the Commercial Fleet Incentive Program (CFIP), or the A/R/Z/D/F Plan Program. Restrictions available on factory orders. Limited time offer. Offer may be cancelled at any time without notice. Offer available to residents of Canada only. See Dealer for details. **Receive 0% APR purchase financing on all new 2010 Ford Focus (excluding SE) / Escape (excluding H Manual and Hybrid) models for a maximum of 60 months to qualified retail customers, on approved credit from Ford Credit. Not all buyers will qualify for the lowest APR payment. E.g., \$20,000 purchase financed at 0% APR for 60 months, monthly payment is \$333.33, cost of borrowing is \$0 or APR of 0% and total to be repaid is \$20,000. Down payment on purchase financing offers may be required based on approved credit. Taxes payable on full amount of purchase price after any price adjustment or delivery allowance and before Custom Cash is deducted. Cash purchase a new 2010 Ford Focus SE (Escape XLT I4 automatic for a maximum of 22/72 months to qualified retail customers, OAC from Ford Credit. Not all buyers will qualify for the lowest APR payment. Purchase financing monthly payment is \$238.558 (Monthly payment divided by two gives payee a twice monthly payment of \$119.279) with a down payment of \$2,300/\$2,600 or equivalent trade-in. Down payment may be required based on approved credit. Cost of borrowing is \$1,000/\$2,399 or APR of 1.99%/2.99% and total to be repaid is \$81,436/\$28,336 (after delivery allowance of \$0/\$0 and Custom Cash of \$1,000/\$1,000 deducted). All purchase finance offers include freight, air tax, PPSA and Stewardship Ontario Environmental Fee but excludes administration and registration fees of up to \$799, fuel fill charge of up to \$120 and all applicable taxes. Taxes are payable on the full amount of the purchase price after delivery allowance and before custom cash deducted. Twice a month payments are only available through internet banking and telephone banking, if offered by your financial institution. The customer is required to sign a monthly payment contract and to ensure that the total monthly payment occurs by payment due date. **Estimated fuel consumption rating based on Transport Canada approved test methods. Actual fuel consumption may vary based on road conditions, vehicle loading and driving habits.