

# Visionary Author Elaina Redmond Promotes Good Character Through Pop Culture

/EINPresswire.com/ LA-based author and visionary [Elaina Redmond](#) uses the power of online media and pop icon Marilyn Monroe to launch the "Penny Movement" with a mission to promote good character and financial literacy among young generations to come.



In an age of economic recession, cyber-bullying and senseless killings in our schools, LA-based children's book author and visionary Elaina Redmond blazes the trail to put good character at the forefront of pop culture. Redmond uses the power of online media and pop icon Marilyn Monroe to put a light-hearted spin on Abraham Lincoln who inspired her to launch the "Penny Movement" with a mission to promote good character and financial literacy among young generations to come.

In the spirit of putting Abraham Lincoln in pop culture, Redmond created a short video starring herself as pop icon Marilyn Monroe singing "Happy Birthday" to Lincoln. Watch the video by [clicking here](#).

In the video, Redmond (aka Monroe) encourages all Americans to hold a Penny Party, which are fundraising events for the Penny Foundation that Redmond started to promote the Penny Movement nationwide.

Redmond says, "Penny Parties are the perfect fundraising opportunities to help spread the Penny Movement and cause seismic change to rebuild America. They also teach others about the values symbolized on the penny and those of our 16th President."

"For decades, our country has moved farther and farther away from what our Founding Fathers envisioned our country to be, which put strength of character first and not separate from money and power," says Redmond. "Lincoln symbolizes how joining power with character can change history while being a force for positive creation."

Since childhood, Elaina Redmond has been a staunch admirer of Abraham Lincoln. Ms. Redmond has been particularly influenced by Lincoln's character, courage and leadership and the values he displayed. Thus Redmond wrote the groundbreaking children's book [The Power of](#)

[the Penny](#) (Spencer Publishing), which teaches children the value of saving money and financial literacy as well as civics and character-building.

#### About the Penny Movement

Redmond's vision is to generate a Penny Movement, for both kids and adults, a domino effect of creating awareness for the penny's symbolic worth and the strength of the individual in helping improve his/her community and country. Her children's book *The Power of the Penny* is filled with fun activities that exemplify the capacity for small denominations to cause big change. "Penny Parties", one activity outlined in the book, focus on philanthropic gatherings of small groups with large charitable goals. Two free videos, a free 35 page Penny Toolkit and other information are featured on the website at [www.thepowerofthepenny.com](http://www.thepowerofthepenny.com)

#### About the Penny Program

Redmond established the Penny Program, for banks, schools, and parents to teach children about money, civics and to start savings accounts. To facilitate the Penny program and book donations Redmond has established The Power Of The Penny Foundation, a nonprofit, fiscally sponsored by the Pan American Bank Scholarship Foundation in Los Angeles. Donations to the foundation are 100% tax-deductible. The Penny Program is being formatted with The National Liberty Museum in Philadelphia as an ongoing exhibition. Schools, libraries and organizations like Popular Community Bank, Little Gym in Torrance and San Diego Library are using the Penny book/program to spread the crucial message of fiscal understanding, civic duty, and hope among today's youth.

Help us spread the Penny Movement – hold a Penny Party!

Read *The Power Of The Penny* book to a child or donate the book to your local school or library.

Learn how by going to:

[ThePowerofthePenny.com](http://ThePowerofthePenny.com)

#### About Elaina Redmond

Elaina Redmond (author/creator) grew up in New York State and Florida. At age seven, she had an epiphany in a school library and decided to be like Abraham Lincoln. She graduated with an Economics degree from Fordham University at Lincoln Center in NYC. Elaina then embarked on a creative path, which led her to produce, direct, write and act in a short film. Soon after, she heard an inner calling and dedicated eight years to writing. During this time, she wrote a poem about Lincoln and the penny, which is how this book came to be. Elaina lives in Los Angeles and is happy to be out of the writer's cave to share her passion about Abe Lincoln with a new generation of children.

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