



Dear editors and reporters:

New book on ethics makes money morals simple

Hong Kong Institute of CPAs highlights how children learn right and wrong through Book of Choices

(HONG KONG, 22 August 2012) – The Hong Kong Institute of CPAs published today a new book titled *May Moon's Book of Choices* to help children learn about ethics, making choices and money morals.

The book, the third in a series, follows *May Moon Rescues the World Economy* published in 2010 and the book set, *May Moon and the Secrets of the CPAs* and *How to Raise a Money-Wise Child*, published in 2005, as part of the Institute's "Rich Kid, Poor Kid" financial education programme.

Nury Vittachi, author of the book, sets up the story in Sadtown, a place where everyone is depressed because of the lack of jobs. May Moon, the little-girl heroine from the two previous books, works with her friend Reeder Page and gets help from certified public accountants to figure out how to save the town and practise what they learn about money morals.

According to the Institute Chief Executive Raphael Ding, "We started the May Moon series seven years ago to help children learn money values and we are continuing in this volume. This time, May learns about ethics and how to gain trust." Helping future generations learn about ethics and morals is part of public interest so the Institute has taken on the mantle of educating the youth about money morals. That's why we have come up with a children's book on making the right choices, adds Ding.

The Institute's "Rich Kid, Poor Kid" social responsibility programme, also entailing primary and secondary school visits by more than 200 CPA volunteers, has reached nearly 60,000 students and won the Asia Pacific PR Awards "Corporate Social Responsibility Programme of the Year" in 2007.

Vittachi, a columnist, lecturer and TV host who writes under the pen name Sam Jam, is a celebrated children's book author. "As a father of three, I know that teaching children right from wrong isn't an easy task, and when the right or wrong is money-related the task becomes even harder. Hopefully this book will help children develop some sort of moral compass," says Vittachi.

A preview of the *May Moon's Book of Choices* is available on the Institute website www.hkicpa.org.hk.

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About the Hong Kong Institute of CPAs

The Hong Kong Institute of CPAs is the only body authorized by law to register and grant practising certificates to Certified Public Accountants in Hong Kong. The Institute has more than 34,000 members and more than 16,000 registered students. Members of the Institute are entitled to the description *certified public accountant* and to the designation *CPA*.

The Hong Kong Institute of CPAs evolved from the Hong Kong Society of Accountants, which was established on 1 January 1973.

The Institute operates under the Professional Accountants Ordinance and works in the public interest. The Institute has wide-ranging responsibilities, including assuring the quality of entry into the profession through its postgraduate qualification programme and promulgating financial reporting, auditing and ethical standards in Hong Kong. The Institute has responsibility for regulating and promoting efficient accounting practices in Hong Kong to safeguard its leadership as an international financial centre.

The Hong Kong Institute of CPAs is a member of The Global Accounting Alliance - an alliance of the world's leading professional accountancy bodies, which was formed in 2005. The GAA promotes quality services, collaborates on important international issues and works with national regulators, governments and stakeholders.

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