



Sam X Renick

Founder of the “It’s a Habit!” Company, Inc. and Co-Creator of Sammy the “Get in the Habit Rabbit!”

Sam X Renick, is a children’s author, song writer, speaker, trainer, and social entrepreneur. He is also the founder of the “It’s a Habit!” Company, Inc. (IAHC) and co-creator of Sammy the “Get in the Habit” Rabbit!

Sam, Sammy, and the “It’s a Habit!” team have spent the last five years traveling the United States and Europe promoting saving, reading, writing, and leadership to more than 100,000 students, educators and families. Their efforts have been highlighted in numerous media stories including a feature story in Kiplinger Magazine where Deputy Editor Janet Bodnar stated:

“Sam Renick can whip a gym full of elementary-school kids into a frenzy of enthusiasm for saving money.”

Additionally, their empowering and inspirational work has garnered them several honors including the 2007 California Jumpstart Coalition Leadership Award.

“It’s a Habit!” is located in Los Angeles, California and their mission is to globally deliver strategic education to children and families that helps better position them to make their dreams come true. You can learn more about Sammy, Sam, and “It’s a Habit!” at their website: www.itsahabit.com.