

NEWSLETTER

#MYSPECIALWORD IS "AMPLIFY"

AMPLIFY IS EXPANDING THE MESSAGE AND GOOD OF MY SPECIAL WORD
IN ALL WAYS WITH PASSION

Our special word for 2019 is amplify. We have more focus than ever before on magnifying your good work in places that children learn, play and live. Our new strategic and communications plans are in place. We are especially committed to having you hear more from us about how your support is helping children become the amazing people they are meant to be.



NEW BOOK

Rachel and her friends--the characters of our chapter book--return to tell you more about the power of positive words and conversations. There is no book spoiler alert here. What we can tell you is that our newest book helps you get to know Rachel's friend, Xander. Can you guess what is Xander's special word? You'll have to read our new book to find out. [Buy your copies at smile.amazon.com.](https://www.amazon.com/dp/B078K1K1K1)



UP THE GEAR

"We want more ways to show our pride in our special word" is what we hear often from you. So in June, we will launch our new online store packed with My Special Word gear. [Help us select products for the store at: https://www.mysurveygizmo.com/s3/4797323/Online-product-survey.](https://www.mysurveygizmo.com/s3/4797323/Online-product-survey) In 2019, up your good with your own special word cap, tote, t-shirt and more!



EXPAND TEAM

We're beefing up our effort to tell the stories of how My Special Word is empowering children to become the amazing people they are meant to be. Joining our team is Ellie Puchta. Ellie will be making sure the message of your good work is heard loud and clear. Her special word is "Armoured".



BUILD UP KIDS

THEIR WORDS AND CONVERSATIONS CHANGE

"For Natalie's 6th birthday this November, we sent her a copy of your book. And she LOVES it! She's been taking it to school with her and asking her friends to come up with their special words as well. She's labeling many of her belongings with her special word. Needless to say, it's a powerful concept. Many thanks for the work you do and the incredibly positive energy you bring into our world."

—Sarah Pirtie, Atlanta, GA

"You'll be happy to know My Special Word offered a teachable moment just the other day. The evening news was on in another room. Lena came in and asked if I saw the news about mail bombs. I said yes and we discussed your video. Explained that words can be hurtful or worse and this is a prime example."

—Pete Durette, Scottsdale, AR

"The MSW experience continues to empower our children, parents and our staff to utilize words to build confidence and competence and to utilize words to improve our communication with one another at all levels."

—The Childhood League Center, Columbus, OH

"We discovered how much our vocabulary can expand when everyone has their own special word."

—WARM, Westerville, OH

EXPAND GRANTS

Are you bringing change to your school, organization or community in 2019? Is cultivating positive words and positive conversations a necessary part of your change? Will your change impact at least 100 kids? My Special Word (MSW) Foundation can support your efforts by covering costs for MSW books, wristbands, bookmarks, facilitators or speakers. [Apply for a grant online at:
https://www.myspecialword.com/grants/](https://www.myspecialword.com/grants/). Let's change words, conversations and behavior together.

ON NATIONAL UNITY DAY WE ARE SETTING A WORLD RECORD.

3,000 KIDS IN ONE CONVERSATION

On [National Unity Day \(October 24\)](#) we're bringing children together for [the world's largest conversation among kids](#). Would you like your school or organization to participate? Contact us at <https://www.myspecialword.com/contact/> for more details.