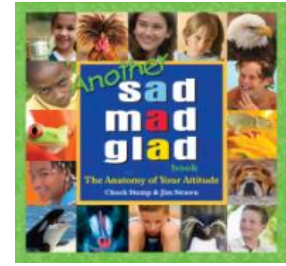


**GOLD MEDAL  
2008 MOONBEAM CHILDREN'S  
BOOK AWARD**



**2009 Independent Publisher  
OUTSTANDING BOOK OF THE YEAR  
MOST INSPIRATIONAL TO YOUTH**

## **West Virginia Authors Double as Fundraising Partners**

Dear PTO President:

Are you looking for an easy fundraiser that also helps teachers, motivates kids, and builds character? National award-winning authors Chuck Stump and Jim Strawn are looking for partners to help you do all three!

Our interactive program:

- engages kids in a fun, interactive group presentation;
- promotes the principles of hard work, citizenship, honesty, and the value of helping others;
- compliments the popular *Leader in Me* program by Stephen Covey;
- includes a *Tips for Teachers* resource guide with exercises and assignments to reinforce learning;
- offers you an opportunity to raise funds to support your PTO.

Recently, you may have seen us on television or in the newspaper celebrating **10 years** of sharing *The Sad Mad Glad Book* series and our positive character education message. Now we'd like to share our blessings by partnering with others, helping them raise money to help kids and fund educational programming.

**It is as easy as 1-2-3.**

1. Talk with your Principal, Teachers, and School Counselor to get them on-board.
2. Promote the visit and encourage parents to purchase a book for \$15.00. (We'll provide the letter!)
3. Keep \$5.00 for each book you sell. That equals 33% of the sales generated.

*The Sad Mad Glad Book – The Anatomy of Your Attitude* (ages Kindergarten to 2nd) won the Gold medal in the **2008 Moonbeam Children's Book Awards**. The sequel, *Another Sad Mad Glad Book* (Grades 3rd and up) was named by Independent Publisher as **2009 Outstanding Book of the Year – Most Inspirational to Youth**. It was also selected as **Winner** of the *USA Best Book Awards* in the *Mind-Body-Spirit* category. Not familiar with our books? Visit [www.SadMadGladBooks.com](http://www.SadMadGladBooks.com) to learn more.

Fall will be here before you know it! So why not kick-off your new year by hosting a fun, interactive author visit with a positive message that STICKS! Your visit, along with the tools we'll give your teachers to reinforce the lessons, will **set the tone for the whole year**. Schedule your visit today. Our number is listed below.

**Jim Strawn**

**Chuck Stump**