

FOR IMMEDIATE RELEASE

New edition of *The World Needs Your Kid* available now with exciting new stories and a forward by His Holiness the Dalai Lama

Toronto, ON (August 31, 2010) – International child rights activist and New York Times best selling authors, Craig and Marc Kielburger, and award-winning journalist and mom, Shelley Page released an exciting new edition of *The World Needs Your Kid* – anyone with children in their life won't want to miss this title.

A parenting manifesto of sorts contains a collection of updated interviews with parents, educators and experts discussing charity work, day-to-day life and provides ways to inspire the next generation of kids to change the world. The latest edition includes a foreword by His Holiness the Dalai Lama, with contributions from musical sensation, Jason Mraz, author and environmentalist, Robert Kennedy, Jr., Nobel Laureate and holocaust survivor, Elie Wiesel and Nobel Laureate, Betty Williams.

The book breaks down the “Three Cs” (compassion, courage and community) with 16 life-changing, but easy, lessons. As part of these lessons, parents are encouraged to help their children find and share their gifts, learn responsibility, cure the “gimmies,” and think outside the box (especially important in today's overly-wired world). There's even a lesson on helping your rebel find a cause. Each section includes informative, take-away ideas for implementing the lessons at home almost instantly, including:

- **Small Actions Every Day:** 100 great suggestions of things parents and kids can do daily because even small actions make a difference, including ideas for not-so-random acts of kindness, making thanks a habit, and encouraging efforts, not results.
- **Living the Message:** Profiles from adults and kids who are living examples of everyday giving, from President Barack Obama to Maggie Lipton, a teenager from New York's Hudson River Valley who created a dance troupe to raise money for organizations like Doctors Without Borders.
- **Digging Deeper:** Helpful facts for teaching kids about the bigger picture—from homelessness to child labor in China—all put in perspective so as not to take the joy out of childhood, but help raise kids who are aware of the world at large.
- **Personal Reflections:** Marc and Craig share their own experiences and knowledge gained from their work with Free The Children and over 3,500 schools, reaching more than one million youth across North America.

This latest title, co-published by Me to We Books and Greystone Publishing, is available in September for \$19.95 at major retailers across the country and at Metowe.com, Amazon.ca and Chapters.ca.

About Me to We Books

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- 30 -

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