



This is Me Campaign

What Is It? What Events Are Happening?

Being a “Tween” has always been a challenge – you are being told you are in that “awkward stage” all the time and feeling that way on the inside as well. Social media has brought that insecurity, pressure, confusion, frustration, and self-doubt to astounding heights. What if.. we could change the trajectory of how these kids feel about themselves? What if.. we could showcase their unique inner and outer beauty and give them the unshakable confidence to stand up, stand out, and just be proud to be themselves? What if.. someone, other than their parents, could teach them something so powerful that they immediately feel stronger?

We will be conducting a **free, monthly, event that will offer the opportunity to get a **cool, free**, non-awkward photo of themselves and a **valuable education** moment aimed at helping the kids to feel more **empowered** and **confident** about themselves.

At these events will have treats, music, and fun and each kid will receive a formal portrait and portrait coaching that will help them get a wonderful photo of themselves that will help negate that horrible awkward stage mentality and **celebrate their perfect uniqueness!

We will have one local business owner spend 10-20 minutes giving them some great tips and information. These education moments will, again, be aimed at empowering the youth and promote overall well-being/emotional intelligence (i.e., skin care, hair care, fashion, mental health, budgeting, socialization, and more).

Our mission is to make each event so fun and beneficial to these kids that they want to come back every month. We want to change the world, 8 kids at a time.

SIGN UP FOR OUR UPCOMING EVENTS! Pssst... Mark your calendars!

- June 30th (Thursday) - 6:00-7:30
- July 28th (Thursday) - 6:00-7:30
- August 23rd (Tuesday) - 6:00-7:30
- September 19th (Monday) - 6:00-7:30
- October 27th (Thursday) - 6:00-7:30/4:30-6:00 (TBD)
- November 21st (Monday) - 6:00-7:30/4:30-6:00 (TBD)
- December 21st (Wednesday) - 6:00-7:30/4:30-6:00 (TBD)

*Questions? Thoughts? Local businesses interested in participating should contact the owner, Brook Lyons at brook@affinityphotostudio.com or (801) 643-3932 to be added to the list of potential presenters. We are so excited to share these events with the community!