



January 2025

Uptown Bears Monthly Newsletter

Happy New Year, Cubsters!

Welcome to a brand-new year in Cozy Hollow! 2025 is all about dreaming big, spreading kindness, and growing together as we embark on another exciting journey with the Uptown Bears.

This month, we're introducing new bears, fresh adventures, and a special hub just for YOU—The Cubster Hub! Keep reading to find out how you can join the fun, learn life-changing lessons, and make every day special.

What's New in Uptown Bears?

LENNY THE DREAMER JOINS THE BEAR FAMILY!

We're kicking off the year with Lenny the Dreamer, the Empathy & Encouragement Bear! Lenny reminds us that dreams don't have to be perfect—they just need belief, effort, and a little encouragement.

Lenny's Lesson: "Every dream starts with a wish, but real magic happens when we support each other."

Lenny's Featured Activity:
The Wishing Star Journal – Write down your biggest dreams and small steps to make them real!



Fun Fact: Lenny believes in Dream Detours—if a dream doesn't work out the first time, it just means you're on your way to something even greater!

POPPY THE SWEETHEART - OUR KINDNESS BEAR!



This month, we also introduced Poppy the Sweetheart, the Kindness Bear! She believes kindness isn't just about what we do—it's about how we make others feel.

Poppy's Lesson: "A small act of kindness can turn someone's whole day around."

Poppy's Featured Activities:

- **Kindness Coupons** – Make & give out special coupons (e.g., "Good for One Hug," "One Free Compliment," "A Helping Paw").
- **The Heart Parade** – Celebrate kindness by making heart banners and spreading love around your home or school.

Fun Fact: Poppy loves surprises! She hides little Kindness Notes around Cozy Hollow for bears to find. Try leaving your own notes for someone special this week!

BIG NEWS: Cozy Hollow is Expanding!

Cozy Hollow is growing, and we're adding new places for Cubsters to explore!

- **Bear Academy** – A special school where young bears learn, grow, and take on fun challenges.
- **The Wishing Woods** – A magical place where dreams and wishes take shape.
- **Kindness Café** – A cozy spot where Poppy and friends serve up warm smiles and sweet treats of kindness.

Exploration Challenge: Can you design your own Cozy Hollow neighborhood? What would your bear town have?





Welcome to the Cubster Hub!

Calling all Cubsters! Want to be an official part of Uptown Bears?

Earn Bear Badges for completing fun activities

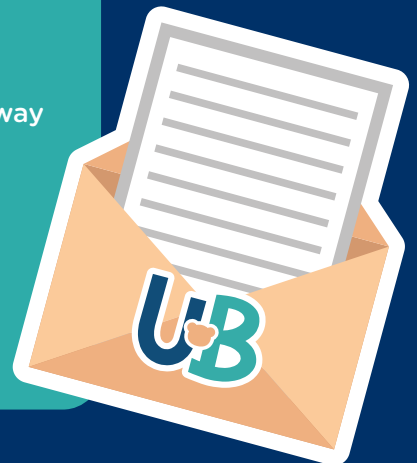
- Take on secret kindness missions
- Receive monthly challenges from your favorite bears
- Be part of the Cozy Hollow adventure!

This Month's Cubster Challenge:

New Year, New Dreams! Write down your biggest dream for 2025 and one way you'll help someone else reach their dream.

Send us your dreams, and we might feature them in next month's newsletter!

Cubster Tip: Share your kindness missions on social media using #CubsterChallenge so we can see your awesome work!



Parent & Caregiver Corner

This month, help your child set meaningful goals with Lenny's Dream Journal!

Conversation Starters:

- "If you could achieve one amazing thing this year, what would it be?"
- "Who in your life needs encouragement, and how can we support them?"
- "What's one way we can bring more kindness into our home this month?"

At-Home Activity:

The Family Kindness Jar - Each time someone in the family does a kind act, write it down and place it in the jar. At the end of the month, read them out loud and celebrate!



Upcoming Events & Announcements

Uptown Bears Character Camp Registration Opens Soon!

Our interactive 8-week summer program is launching soon! Stay tuned for sign-ups and exclusive previews.

