

FOR IMMEDIATE RELEASE

My OmniBooks Brings “BOOKS, BOATS & BIG DREAMS” to Chicago

Multi-week literacy and youth empowerment initiative featuring My OmniBooks’ signature photo-insert books will invite Chicago to nominate extraordinary children for the Captain’s Circle Experience Powered by Brunswick Corporation and culminate with a 100-book community giveaway

CHICAGO — My OmniBooks, the children’s literacy brand founded by author and communications executive Shonda Knight, will return to Chicago this fall for **Books, Boats & Big Dreams**, a multi-week literacy and youth empowerment initiative designed to help children see possibility, purpose and power in themselves.

At the heart of the experience are My OmniBooks’ signature interactive children’s books, which feature a unique photo-insert design that allows children to place their own photograph directly into the story — literally helping them see themselves on the pages as they read. Families can see the interactive books in action at MyOmniBooks.com.

The campaign will launch Friday, September 11, with a call for Chicago-area families, educators, mentors, coaches and community members to nominate **extraordinary children ages 7–12** for an opportunity to participate in the **Captain’s Circle Experience Powered by Brunswick Corporation** on Friday, October 2.

The initiative will culminate Saturday, October 3, with a free community celebration and 100-book giveaway from 11 a.m. to 1 p.m. at Chick-fil-A South Loop.

Books, Boats & Big Dreams brings together My OmniBooks, Brunswick Corporation, Chick-fil-A South Loop and the Chicago Police Department in an effort to celebrate children, encourage literacy and create experiences that allow young people to imagine bigger possibilities for their futures.

CHICAGO INVITED TO NOMINATE EXTRAORDINARY CHILDREN AGES 7 TO 12

Beginning September 11, the community will be invited to nominate Chicago-area children **ages 7–12** whose character, courage, leadership, service, perseverance or accomplishments make them extraordinary. Eligible children must be between the ages of 7 and 12 as of October 2, 2026.

Several children selected from the nominations will receive invitations to join the Captain’s Circle, an intimate boating experience on Chicago’s waterways on Friday, October 2. The experience is Powered by Brunswick Corporation, a global leader in the marine industry and the first corporate sponsor to invest in My OmniBooks’ Chicago initiative.

Captain’s Circle is designed to expose children to new experiences and broader possibilities while reinforcing the central message behind My OmniBooks: children

should be able to picture their power and see themselves anywhere their dreams can take them.

Selected Captain's Circle participants are expected to be notified the week of September 21.

NOMINATE A CHILD:

MyOmniBooks.com/booksboatsbigdreams

Nomination deadline: Sunday, September 20, 2026, at 11:59 p.m.

CHICK-FIL-A SOUTH LOOP MEAL FOR A CAUSE

Chicago residents will also have an opportunity to support the literacy initiative through a Meal for a Cause fundraiser at Chick-fil-A South Loop from **September 28 through October 3**. “Chick-fil-A South Loop is excited to host a fundraiser for My OmniBooks! At no additional cost, guests can request to have a portion of their purchase donated to OmniBooks by mentioning the unique code: **OMNI26**. This fundraiser is valid for drive-thru, dine-in, carryout, and mobile orders,” said Kareem Edwards, Owner and Operator of Chick-fil-A South Loop.

Proceeds generated through the fundraiser will support My OmniBooks' efforts to place books and literacy experiences into the hands of children and families.

The fundraising week intentionally surrounds the October 3 community celebration, giving Chicago residents an opportunity to support the mission both before and after the giveaway.

100 FREE BOOKS — AND A CHANCE TO STEP INSIDE THE STORY

The celebration opens to the entire community on **Saturday, October 3, from 11 a.m. to 1 p.m. at Chick-fil-A South Loop**, where My OmniBooks will provide **100 children with free interactive books and special gifts**, while supplies last.

My OmniBooks' interactive titles feature a signature photo-insert design that allows children to place their own photograph directly inside the book—**literally allowing them to see themselves within the story and picture the possibilities for their own lives**.

As a special feature of **Books, Boats & Big Dreams**, the **first 25 children to receive books will participate in the Picture Your Power Photo Experience**, with their photographs taken, printed on-site and inserted into their new books.

Children and families will also have an opportunity to meet and interact with members of the Chicago Police Department, one of the community partners supporting the Chicago activation. The event will give families an opportunity to connect with officers in a positive, family-centered environment while enjoying the literacy celebration.

Families will also have an opportunity to meet My OmniBooks founder and author **Shonda Knight** and participate in activities centered on literacy, confidence and possibility.

“Everything we do with My OmniBooks begins with a simple belief: children need opportunities to see themselves in places they may not yet know are possible,” said Shonda Knight, founder and author of My OmniBooks.

“Books, Boats & Big Dreams takes that message beyond the pages of a book. We want Chicago to help us identify remarkable children, celebrate them, expose them to something new and then open the doors on Saturday so that hundreds of families can be part of the experience. I'm incredibly grateful to Brunswick Corporation and each of our Chicago partners for believing in that vision.”

A MULTI-WEEK CELEBRATION OF POSSIBILITY

The Books, Boats & Big Dreams campaign will unfold over several weeks:

September 11–20: Chicago-area nominations for the Captain's Circle

September 21–25: Captain's Circle selections and family notifications

September 28–October 3: Chick-fil-A South Loop Meal for a Cause

October 2: Captain's Circle Experience Powered by Brunswick Corporation, **4:30 p.m. to 5:30 p.m.**

October 3: Books, Boats & Big Dreams community celebration and 100-book giveaway at Chick-fil-A South Loop, **11 a.m. to 1 p.m.**

ABOUT MY OMNIBOOKS

Created by author Shonda Knight, My OmniBooks develops children's books and literacy experiences designed to help young people see themselves reflected in stories of confidence, possibility and purpose. Its growing collection includes *My Omnilocks: Hair with Endless Looks* and *My OmniLife: I Can Be Anything!*, along with complementary products and community literacy activations.

Through partnerships with businesses, schools and community organizations, My OmniBooks has provided books and literacy experiences to thousands of children in multiple communities and states. My OmniBooks has an established presence in Chicago, with *My Omnilocks: Hair with Endless Looks* currently available through three Chicago Public Library branches.

My OmniBooks
Helping Children Picture Their Power.
www.myomnibooks.com

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