FOR PRINCIPALS & TEACHERS | GRADES PK–4

It's Time for a Storybook Makeover!

Today's children are surrounded by **negative influences like never before!** Social media, TV, music, video games, even books: anger, bullying, aggression and violence are everywhere. Occasional exposure can become learned negative behavior and desensitized children.

And then we ask: what's happening with our kids?



Did you know?

Folktales like *The Three Little Pigs* were originally created for adults. But somehow, the frightening negative images (the big bad wolf eating the pigs, and maybe Grandma too; characters burned, boiled or shot) slipped into children's books.

But is this suitable for children?

The time has come for an image makeover: negative to positive.

Children mimic what they see. And what they see shapes who they become:

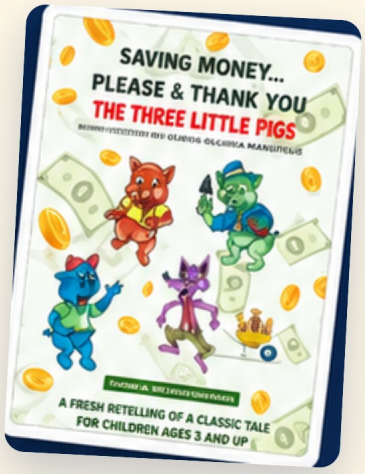
Images → Imagination → Thoughts → Behavior → Destiny

A fresh retelling of *The Three Little Pigs*

- No more big bad wolf
- No more violence
- No more negative images
- No more bullying
- No more nightmares

INSTEAD, KIDS LEARN

Kindness, manners, financial literacy & good character



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