



NEWS RELEASE

The NED Show Visits (city name)

City of School, State – (name of school) is bringing a character education assembly program called The NED Show to their students on (day and date of show), and a Family Fun Night follow-up event on (day, date and time of event) where they will learn more about how NED can help at home and play at fun family art and activity stations with their kids!

For more than 25 years, this unique character education program has provided a kid-friendly school assembly presentation that promotes persistence, kindness, and excellence in elementary school students. The assembly focuses on the importance of three simple principles:

Never give up, **E**ncourage others and **D**o your best®.

In the performance, a professional children’s actor uses storytelling, humor, magic, and yo-yo tricks to introduce kids to a fictional cartoon boy named “NED.” Students learn that NED’s name is an acronym for the three principles and that living these principles out is the secret to being a champion at school and in life.

In addition to delivering a character education assembly to schools, The NED Show provides free online lesson plans, classroom resources and parent tools that promote character education at school and at home.

____ (Name of School) is able to have The NED Show and Family Fun Night without using any money from their budget. Other schools helped send the program to them by having a “Pay-It-Forward” sale of NED yo-yos and gear following their NED assembly. ____ (Name of School) also chose to sell NED gear after their assembly in order to “Pay-it-Forward” to the next school.

Families are encouraged to attend ____ (name of School) Family Fun Night to learn about how NED helps at school, as well as, fun tips and tools that can help families use NED at home. Bring your children and enjoy a fun time with yo-yos, NED games and more! Parents can support the Pay-It Forward Sale at the Family Fun Night Event!

Learn more at www.theNEDshow.com.

Contact:
Lois Summers, Director of Business Development
lsummers@allforkidz.com
877-872-9696 x156

###