



Contact: The Polite Child

20026 NE 190th Court
Woodinville, WA 98072
425.844.9711 (ph)
425.788.7095 (fx)

The PoliteChild™ Launches New Not-For-Profit to Benefit Disadvantaged Kids and their Families

Woodinville, Wash. – June 25, 2003 – The PoliteChild, Inc. today announced that it has launched a not-for-profit sister organization – EspeciallyPolite, Inc. – specifically for providing social skills and parenting support for disadvantaged children and their families.

“It has been my dream to be able to offer social skills development programs to kids that have special challenges, whether those challenges are physical, mental, or socio-economic in nature,” said Corinne Gregory Founder and President of The PoliteChild and EspeciallyPolite. “Our launch of the new organization has occurred somewhat in advance of our initial expectations, but we recognized that the timing is right because disadvantaged children and their families have an even greater need for the type of support The PoliteChild offers and the freedom social proficiency brings than does the general population.”

The focus of the new organization will be on developing and offering a set of courses for children along with complimentary programs for helping parents understand how they can most effectively work with their children to support, reinforce, and enhance positive social skills and character development.

“We look at what we’re working on in these kids as not just social skills, but lifeskills,” stated Ms. Gregory. “In order to have a significant, lasting effect on our children, and on our community as a whole, we need to appreciate that education along these lines is a process, not a spot solution, but that the benefits to our children and our society in terms of reducing incidents such as bullying, low self-esteem, hazing incidents and other symptoms of rudeness, incivility, and lack of respect for one another far outweigh the efforts involved. Truly, we have to think of this as an investment in our future, for us as well as for generations to come.”

About The PoliteChild, Inc. The PoliteChild is the premier program dedicated to developing excellent social skills in children of all ages — from toddlers to teens — by building solid foundations for learning and using proper social behavior, good manners, and etiquette. The goal of The PoliteChild is to help parents, educators, and others develop young people that have strong self-esteem and confidence, and are socially comfortable and proficient in handling a myriad of social interactions and situations. For more about The PoliteChild, visit the website at www.politechild.com.

Copyright © 2003 The PoliteChild Inc. All rights reserved.

###