

IMMEDIATE RELEASE

WoogiWriters Club and John Riddle of *I Love to Write Day* Ask:
“Is There a Tom Clancy or J.K. Rowling in YOUR Family?”

Castro Valley, CA—Sept. 1, 2008—Children’s Way Foundation (the non-profit developer of the virtual world, Woogi World™, www.woogiworld.com), and author of 30 years, John Riddle, are collaborating to bring to 50,000 elementary schools throughout the country, the opportunity for their to children discover and develop the talent of writing.

The fun starts Nov. 10, 2008, when Children’s Way and Woogi World™ launch the WoogiWriters Club, an online feature of Woogi World™, designed to get kids excited about writing—in and out of school, and to give them a forum in which to share their writing. After registering on Woogi World™, and completing their Basic Internet Training, kids will then start onto their age-appropriate PROGRESS PATH within the WoogiWriters Club. The Club will provide writing contests and activities, games to strengthen writing skills, and online mentoring/tutoring to keep kids engaged and progressing.

This academically-sound social site for children also assists schools in their efforts to meet NCLB and 21st Century Skills mandates. Schools will have the opportunity to link their teachers into the Woogi World™ “Homework Assistant,” where teachers can enter a homework assignment into the WoogiWriters Club Homework Helper. After kids complete the work online, and have it checked online, a completion report and score goes to the teacher. This approach to assigning and tracking homework not only lightens a teacher’s load, but motivates the kids to actually get it done.

A launch highlight will be the 8th annual *I Love to Write Day* (www.ilovetowriteday.org), slated for Nov. 15. The goal of this event is to have people of all ages spend time writing—everything from a poem, love letter, greeting card, essay, short story, or a novel. The creator of the day, John Riddle, just wants people to take time to put their thoughts down on paper. “They’ll be amazed at the results. For many people, this could be the beginning of their writing career. *I Love to Write Day* has the potential to launch the career of the next Tom Clancy or J.K. Rowling!” Riddle said.

Parental involvement, an integral part of Woogi World™, will be a key piece of the WoogiWriters Club and *I Love to Write Day*. They will not only help with their children’s writing, they’ll be encouraged to write as well. The overall result will be more involvement in their kids’ schools and education—yet another way Woogi World™ can help schools meet their NCLB mandates.

“Supporting children in honing their writing craft can be daunting—most of us don’t feel accomplished ourselves as writers. This is why we’re so excited to be partnering with John Riddle—an accomplished writer who’s passionate about helping kids discover this talent. Who knows, we could very well find many of the next generation of best-selling authors through this endeavor. We’re confident we will!” said Scott Dow, Founder and CEO of Children’s Way.

About Children’s Way: CW Foundation/Woogi World™, a national, non-profit organization, uses its safe and engaging website, www.woogiworld.com, to help elementary children worldwide become responsible Internet users and goodwill ambassadors (good influences in homes, schools, and communities), leading to the global “woogi” phenomenon of kids doing good. Offices: Castro Valley, CA; Provo, UT; Washington, D.C. Information: www.childrensway.com or www.woogiworld.com, Eric Clare (510-593-0574, erice@childrensway.com).

About I Love to Write Day: I Love To Write Day (www.ilovetowriteday.org), was founded in 2002 by Delaware author John Riddle and is celebrated every November 15 when people of all ages are encouraged to write something. Nine Governors have officially declared November 15 as I Love To Write Day in their states.