

Dr. Lawrence Feldman, Board Member

**SUBJECT: REQUEST ENDORSEMENT OF 'PERFECTLY YOURS'  
CREATIVE LITERACY CAMPAIGN INITIATIVE**

**COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY  
ENGAGEMENT**

**LINK TO DISTRICT**

**STRATEGIC PLAN: RAISE PARENTAL INVOLVEMENT AND PARTICIPATION TO  
MAXIMIZE STUDENT PERFORMANCE**

Perfectly Yours, Inc. is a not-for-profit arts organization dedicated to a Creative Literacy Campaign™ for South Florida's children. Their efforts are dedicated to bridging the widening gap between our local cultural riches and the ability for all children to gain access. With unprecedented funding cuts to education and the arts, this is a timely imperative for Perfectly Yours to partner with our local schools and cultural institutions on a grass-roots level to bring greater support to all. The overall objective of this organization is to foster a child's creativity and to nurture meaningful connections between families through storytelling, literacy and arts exploration.

The Perfectly Yours Creative Literacy Campaign™ has two components: (1) to distribute a free activity sampler, **PERFECTLY ME! AND MY ARTS ADVENTURE**, at cultural events in South Florida; and (2) to partner with elementary schools to fundraise for arts education using their activity book, **PERFECTLY ME! ALL ABOUT ME**. The target audience for their products is children five to twelve years of age, along with their families. The company's principals worked closely with publishing professionals, educators, arts leaders and pediatricians to design playful materials and literary prompts that are age appropriate, developmentally stimulating and, most of all, fun.

Their goal is to produce activities and activity books for kids of all ages to express themselves through storytelling, the arts and arts education. Through this grass-roots initiative, Perfectly Yours will give back to the community by donating a portion of all product proceeds to schools and cultural programs. Perfectly Yours has distributed more than 3,500 copies of the activity sampler, **PERFECTLY ME! AND MY FAVORITE BOOKS**, at the 2007 Miami Book Fair, and over 5,000 copies of a new activity sampler, **PERFECTLY ME! AND MY ARTS ADVENTURE**, at the 2008 Miami Book Fair and Art Basel with our partner, the Miami Children's Museum.

**PROPOSED ACTION BY**

**DR. LAWRENCE FELDMAN:** That The School Board of Miami-Dade County Florida, endorse the 'Perfectly Yours' Creative Literacy Campaign aimed at exposing students to the rich and diverse experiences offered through the arts in our county.