

PRESS RELEASE

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Heartwood Institute Launches New Educational Tool to Promote Healthy Self-esteem in Children.

T.R.U.E. Cards are now available free of charge for educators

PITTSBURGH, PA (May 7, 2007) – The Heartwood Institute announced the launch of a new tool for educators to promote self-esteem through discussion topics covering seven key character traits. **T.R.U.E. Cards: Life Lessons** feature 49 beautifully illustrated cards to be used as a discussion tool for building self-esteem in children in fourth through sixth grades.

The cards will be offered free of charge through funding provided by the Highmark Foundation, as part of its Highmark Healthy High 5 initiative. The cards will be mailed starting in May to schools within the Highmark Foundation's 49 county service region. Also included with the cards will be instructions, a character trait poster, and a training DVD for using the cards in educational or home settings.

Each card contains a universal character trait and two powerful proverbs, sayings or quotations. The discussion questions on the back of each card spark conversations or prompt writing projects. The cards were developed by the Heartwood Institute, a nonprofit organization whose mission is to promote the understanding and practice of seven universal character traits that form the foundation of community among all people.

"Positive self-esteem is essential in the development of children," said Eleanore Childs, President and Founder of the Heartwood Institute. "Early adolescence is often described as the last, best chance to positively affect young people. With T.R.U.E Cards, educators are provided with a tool to help have a meaningful discussion to promote good character traits."

To learn more about the project, please visit Heartwood's Highmark Healthy High 5 T.R.U.E. Cards: Life Lessons website at www.hhh5truecards.org.

About Highmark Healthy High 5

Highmark Healthy High 5 is a five-year, \$100 million community initiative of

the Highmark Foundation aimed to reverse the current trends in children's health and to promote lifelong healthy habits in children throughout its 49 county service area. Highmark Healthy High 5 will address five critical children's health issues including nutrition, physical activity, self-esteem, grieving and bullying — through education, communications, volunteerism, grants and programming.

About the Heartwood Institute

Heartwood Institute is a nonprofit educational organization whose mission is to promote the understanding and practice of seven universal character traits that are the foundation of community among all people: Courage, Loyalty, Justice, Respect, Hope, Honesty, and Love. Since its inception, Heartwood has been generously supported by funding from Pittsburgh foundations.

Heartwood Institute develops character education kits that use multicultural literature to help children understand seven universal character traits. Each kit contains 14 award-winning books from a variety of cultures and genres. Each durable kit box also contains a Teacher's Guide with background information on character education, children's ethical development, lesson cards, sample lesson designs, activities, resources, and letters to families.

Heartwood Institute has recently introduced T.R.U.E. (Teaching Resources for Understanding Ethics) products to be used by classroom teachers, school counselors, or parents at the middle school level, in bullying prevention and to promote self-esteem. Heartwood's educational resources have been aligned to national and select state academic standards. Heartwood resources are used by teachers, schools, and families.

For more information, visit www.heartwoodethics.org or call 1-800-432-7810.

Editor's Note: Information about Highmark Healthy High 5, an initiative of the Highmark Foundation, was provided by Highmark Healthy High 5.