

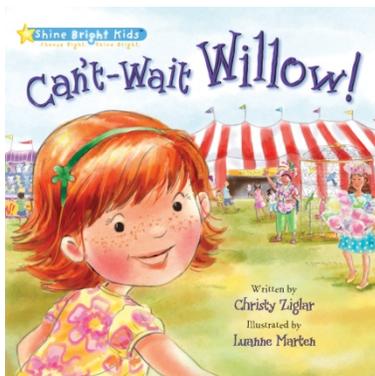
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FOR IMMEDIATE RELEASE

## **Crossing the Generational Divide: Niece of Zig Ziglar Shines Bright with Award- Winning Book Series that Inspires Youngest Generation to Make Wise Choices**

### **Special “Raising Brighter Kids” Gift Set to Celebrate National Grandparents Day**

**Dallas, Texas, September 7, 2014** – Christy Ziglar, CFP®, experienced personal finance advisor, author, speaker, mother of twins, and founder of the [Shine Bright Kid Company](http://www.ShineBrightKidCompany.com), is providing the youngest generation with the same timeless wisdom, life skills and values as her famous uncle, the legendary motivator, Zig Ziglar, through the Shine Bright Kids picture book series for children ages 4 to 8. In honor of **National Grandparents Day**, [Ziglar Inc.](http://www.Ziglar.com) has partnered with Shine Bright Kids to offer a special three-book gift set that includes *Can't-Wait Willow!* and *Must-Have Marvin!*, the first two books in the new, award-winning series from Ideals Children's Books, along with Zig Ziglar's *Raising Positive Kids in a Negative World*. This special “Raising Brighter Kids” collection will be available for a limited time and available exclusively at <http://www.Ziglar.com>.



With contemporary, loveable characters and illustrations that are colorful and fresh, the Shine Bright Kids stories give parents, grandparents and educators a fun and relevant framework to talk about values and teach the importance of making good choices in everyday life. Principles explored include using good judgment, setting goals, delayed gratification, respect for others, perseverance, and having a positive attitude. The lessons are highlighted by a kid-friendly rhyme and a favorite Zig Ziglar quote at the beginning of the story, and a star is playfully hidden within the illustrations for teachable moments. Christy was inspired to create the series after helping to develop a financial literacy program for first- and second-graders in the Atlanta Public School system. Through this work, she realized that while money skills are important, children must first learn basic decision-making skills.

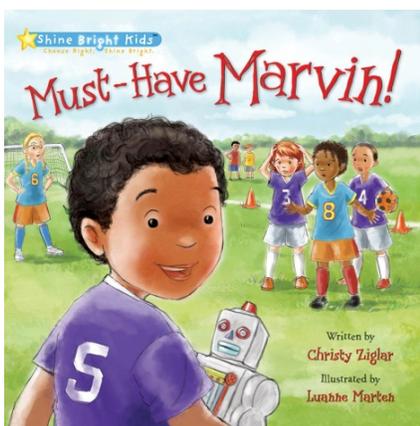
“Raising children and grandchildren was one of Dad’s greatest joys,” said Tom Ziglar, CEO of Ziglar Inc. and son of Zig Ziglar. “Dad often talked about the importance of starting early to instill strong moral and ethical values since 80% of a child’s character is formed by age five and ninety percent of a child’s personality is formed by age seven. When Christy approached us about her book series for younger children, we were

extremely supportive and saw it as a great way to have a positive impact on a new generation of future leaders.”

Christy explains, “In our hectic, 24/7 technology-driven, instant-gratification world, it’s difficult not to become distracted by the latest and greatest or in many cases, the easiest and most immediate option. With great intentions and wanting to provide ‘the best’ for our children, we’ve created a generation known for its sense of entitlement. As a mother, I’m always looking for creative ways to teach my own children what I refer to as ‘good old fashioned common sense’ - how to think beyond the moment and understand the consequences of choices and actions. I hope Shine Bright Kids will encourage teachable moments and discussions to help families stay focused on the things that matter most so they can shine their brightest.”



*Can't-Wait Willow!*, the first book in the series, was released by Ideals Children’s Books in April 2013 and is already in reprint. It was named a “Most Beloved Bedtime Story of 2013” by Red Tricycle and received the 2013 Booky Award as the “Children & Teens Book of the Year” from BookGateway.com. It tells the story of Willow and her adventure to the much-anticipated circus and teaches the importance of learning patience and staying focused on goals. In Zig Ziglar’s words, “Sometimes you’ve got to say ‘no’ to the good so you can say ‘yes’ to the best.”



Recently released and dedicated to her uncle Zig, *Must-Have Marvin!* is summarized by one of most beloved quotes, “You can have everything in life you want if you help enough other people get what they want.” As Marvin becomes a bit too focused on a toy robot instead of helping his friends, *Must-Have Marvin!* reminds us that people are more important than material possessions.

*Can't-Wait Willow!* and *Must-Have Marvin!* are available now in bookstores nationwide, at online retailers, and at [Ziglar.com](http://Ziglar.com). *Whatever Wanda!* stresses the importance of a positive attitude and will be released early 2015.

Supplemental materials, including a board game, creative activities, free downloadable star reward charts and goal sheets are also available at <http://ShineBrightKids.com/>.

Ziglar Inc. offers corporate training, personal development, training events, and keynote speakers. For more information, visit <http://www.Ziglar.com>.

*To schedule an interview or for more information, email [info@shinebrightkids.com](mailto:info@shinebrightkids.com)*