



Connect with Kids



Georgia
PTA
everychild.one voice.

Children Talk. Parents Listen. Communities Connect.

GEORGIA PTA & CWK NETWORK WORKING TOGETHER TO IMPROVE THE LIVES OF CHILDREN

Georgia PTA has partnered with Atlanta-based CWK Network/*Connect with Kids* to bring important and innovative educational resources to families. CWK Network is known as “the CNN of children’s issues,” producing weekly television news stories and the Emmy® award-winning television series, *Connect with Kids* – shown on top network affiliates and thousands of schools nationwide. *Connect with Kids* also received the 2005 Parents’ Choice Award.

Connect with Kids programs focus on today’s youth issues and feature real students sharing their true stories about topics such as bullying, drugs, drinking, safety, peer pressure, ethics, dating, body image – more than 100 programs in all. Research shows the programs improve student behavior in the classroom, and encourage increased communication between children and their parents. Find out more at www.connectwithkids.com.

As part of our partnership, PTA members will have access to parenting tips and information and discount offers from CWK Network.

AFFILIATE PROGRAM

CWK Network is also offering local PTAs a chance to participate in the ***Connect with Kids-Georgia PTA affiliate***** program. It is an easy way for local PTAs to **earn money** for their organization while purchasing award-winning programs that **reach out** to parents, educators and the community.

HOW IT WORKS

Local PTAs may become a *Connect with Kids-Georgia PTA affiliate* by making an initial purchase of either:

- a. A *Connect with Kids* custom Parent Outreach Mini-Series (four topic-specific videos plus facilitator training guide and tape/DVD) at the special price of \$225, **or**
- b. WebSource, a comprehensive password-protected website with streaming video, lesson plans, family activities and video archive focused on child health and wellness issues, at the discounted price of \$500 per year.

Local PTAs that choose to purchase the Parent Outreach Mini-Series or WebSource products under this affiliate program will enjoy the following benefits after becoming an affiliate:

- a. PTAs will receive 10 percent of the proceeds from the sale of any *Connect with Kids* program purchased using its unique *Connect with Kids* code.
- b. Payments earned under this affiliate program will be made to the appropriate PTA units on a quarterly basis.
- c. Participating PTAs will receive a 10 percent rebate on the initial purchase of their **Parent Outreach Mini-Series** or **WebSource** products, to be included in the initial quarterly payment.

Sign up today! *Connect with Kids* offers more than 100 video programs about today’s most critical youth issues. And now we’re offering your school a chance to connect parents, students and teachers ... while raising money for your school’s wish list. **Call Yvette Brown, CWK Education Consultant at 404-601-5923 or 1-888- 598-KIDS (5437), ext. 121 for more information.**

**Local PTA units are not obligated to participate in this program and may purchase Connect with Kids materials without becoming an affiliate.*