

20 minutes of your time is all it takes to be a positive part of shaping the future of kids, people and the planet when you become a Featured Expert in up to 100,000 16 Things books.

In addition to the positive PR & promotional benefits you receive, we establish a \$5,000 scholarship in your name to give books and materials to 500 disadvantaged youth to attend 8-12 week empowerment workshops.

16 THINGS

We ALL CAN Do

TO ACT RIGHT & HELP
SAVE THE PLANET!

FEATURING SOLUTIONS BY 32 OF THE BEST &
BRIGHTEST CORPORATE CEOs & PRESIDENTS



AN ESSENTIAL SELF-HELP GUIDE FOR KIDS & ADULTS DETAILING
PROBLEMS & SOLUTIONS ON IMPORTANT ISSUES THAT IMPACT
OUR HEALTH, HAPPINESS, SUCCESS & QUALITY OF LIFE

BY LYLE BENJAMIN



BUSINESS LEADERSHIP EDITION
“16 THINGS WE ALL CAN DO
To ACT RIGHT & HELP SAVE THE PLANET!”

100,000
Book
Distribution

500,000
Book
Circulation

- Schools
- Churches/Temples
- NPOs
- Agencies
- Businesses

- Libraries
- Bookstores
- Chains
- Drug Stores
- Supermarkets

- Direct Mail
- Internet Sales
- Affiliations
- Associations
- Special Events

- Fund Raisers
- Promotions
- Workshops
- 8-12 Week Better Comm./Literacy Wkshp

Increased:
 > Branding
 > Marketing
 > Media
 > Publicity
 > Philanthropy
 > Revenue

32
Business Leaders Speak
Out on Important Issues
 people face in their lives and what needs to be done to help solve these problems.

Featuring:
 • Important Issues/Solutions
 • Color Headshot
 • Accomplishments
 • Website
 • Twitter

CEO, Pres.
Biography
& Mission
 Chapter & Expanded Website Section on all Featured Experts

Corporate
Leadership
& Social
Responsibility
 Education, Action & Empowerment

\$5,000
 Books/Materials Scholarships Awarded In Each Contributors Name

500 Youth
 Attend 8-12 Week Communication & Literacy Workshops

Select Media Sources

National Publicity Summit



FamilyCircle

Money



GLAMOUR



SELF



TIME

Woman's Day

PARADE

48 Hours

More

ABC News

New York Daily News

ABC's The View

Parade

Child

Parenting

CNBC

Parents

Dateline NBC

Rachel Ray

Entrepreneur Magazine

Real Simple

Essence

Redbook

Family Circle

Savvy Mommy

Fox News Channel

Self

Glamour

Seventeen

Good Housekeeping

Shape

Good Morning America Inc.

Sirius/XM Radio

Inside Edition

Today Show

Ladies Home Journal

USAir Magazine

Life & Style

Wendy Williams Show

Live with Kelly

Woman's Day

Marie Claire

Woman's World

Men's Fitness

Women's Health

Money

And many more!



parenting



ESSENCE

Parents

Men's Fitness

MORE

V.A



Home Journal

SHAPE



MAXIM

EVERY DAY

seventeen



Entrepreneur

Inc.

Good Housekeeping

REDBOOK

marie claire

Women's Health

Partial List of TV Shows & Publications:

48 Hours	Crain's	Health	Redbook
ABC News	Dateline NBC	Huffington Post	Robb Report
ABC's The View	Disney's Family Fun	Inc.	Saavy Mommy
Air & Space	Diversion	Knot's Wedding pages	Saveur
All Woman	Dr. Oz Show	Ladies Home Journal	Self
All You	Ebony	Life & Style	Sesame Street
Alternative Medicine	Escapes - New York	Live with Kelly & Ryan	Parents
American Baby	Times	Long Island Parents	Sirius/XM Satellite
American Health for	Essence	and Children	Radio
Women	Family Circle	Marie Claire	SKY
American Spirit	Family Travel	Mature Living	Smithsonian
American Way	Features	Men's Fitness	Southwest Airlines
Better Health	Family Travel Times	Money	Spirit
Better Homes and	Fitness	MyBusiness	TEDx Wilmington
Gardens	Food and Wine	New York Daily News	Time Out New York
Big Apple Parent's	Forbes	New York Post	Today Show
Paper	Fortune Small	New York Times	U.S. Airways' Attache
BusinessWeek	Business	Newsday	USAir Magazine
CBS	Fortune.com	Parenting	Vegetarian Times
CFO	Fox News Channel	Parents	Wendy Williams
Chicago Tribune	Fox News Radio	People	Show
Child	Glamour	Pregnancy	Westchester Parent
Cigar Aficionado	Good Housekeeping	Prevention	Wired News
Conceive	Good Morning	Psychology Today	Woman's Day
Continental	America	Rachel Ray Show	Woman's World
Cooking Light	Gourmet	Reader's Digest	Working Mother
Cosmopolitan	Harry	Real Simple	...and more!

Partial List of Radio & Talk Show Hosts and Producers:

Sirius/XM Satellite	WDVR - New Jersey	WKXW - New Jersey	WPHT - Philadelphia
Radio	WEEU - Pennsylvania	WLIB - New York	WPLJ - New York
WBAI - New York	WHCR - New York	WNJC - Philadelphia	WTLC - Indianapolis
WBLS - New York	WHPC - New York	WOGL - Philadelphia	...and many more!

Testimonials



“What you’re doing is great. I’m glad you’re taking on this project. We definitely need it. We’ve become so, let’s just call, divided in our country and when we are just talking being human beings, about solving problems we all share, it doesn’t matter what side of the political spectrum you’re on.”

— **Jack Canfield**, Best-Selling Author of “Chicken Soup for the Soul” and “The Success Principles”



“This is such a wonderful program, and such an important program. It’s absolutely needed, and I encourage everyone to get involved!”

— **Trish Carr**, Business Success Coach and Co-Founder of the Women’s Prosperity Network



“I really see how this program can be a game changer. It’s tremendously ambitious, but it has what it takes to make it happen.”

— **Steve Harrison**, Bradley Communications Founder of National Publicity Summit, Network & Radio/TV Interview Report (helped successfully launch “Rich Dad, Poor Dad” “Chicken Soup for the Soul” “Men Are From Mars ..”)