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Media Contact: Mr. Alex-Zan  
(434) 202-0773 or [AlexZan@I-C.net](mailto:AlexZan@I-C.net)

**For Immediate Release**

**WORDS - Choosing What We Use ...**

Charlottesville, VA - WORDS - Choosing What We Use ... was created by author, award-winner Mr. Alex-Zan in 2010 and presented to the local Boys & Girls Club members. The WORDS Initiative was utilized in 2011 by Colonial Trails Elementary School in Henrico County, VA with great success.

The WORDS objective is to encourage participants to use positive, helpful words in building strong moral character and making good life choices. WORDS can also reduce bullying (cyber or person to person), improve thinking skills and help students to respect differences. There is a drastic need due to the increase of negative attacks through words - be it students, parents, politicians, athletes, etc.

The WORDS packet includes: 1 - Poster, 2 - Interactive Activities, 3 - Hurtful/Helpful Word List and 4- A Parent Letter - (Reminder to use effective language). The WORDS - Choosing What We Use ... Packet will be available for every Charlottesville City and Albemarle County Public School at no cost. To view the WORD poster - visit [Alex-Zan.com](http://Alex-Zan.com)