



For Immediate Release

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BIC Encourages Canadian Families To Show Support For Handwriting By Taking The BIC *Fight For Your Write* Pledge

In 2015, BIC Fight For Your Write Supports Breakfast Club of Canada

Penmanship is in peril. As the world becomes more and more digital, the importance of handwriting, especially for school-aged children, is a hot topic of discussion. Despite the allure of electronics, experts agree: handwriting is critical to a child's education and development. "Handwriting plays a role in helping children build confidence, creativity and critical thinking skills," says Pam Allyn, a literacy advocate, education expert and author and founder of LitWorld, a global organization that advocates for children's rights as readers, writers and learners. "Writing is an important vehicle for communication because it distinguishes us and promotes individuality. The evidence also shows that writing helps kids become better readers, improves school performance and helps develop idea composition, expression and fine-motor skills."



To rally Canadians, BIC – a leading manufacturer of writing, marking and correction products – is launching the BIC *Fight For Your Write* movement to encourage Canadian families to help save handwriting for future generations. The campaign includes a pledge, along with strategies and tips for making handwriting fun for developing minds. BIC is also working with Breakfast Club of Canada to help ensure children go to school hungry for knowledge, not hungry for

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food. 60% of learning in school happens before lunch making breakfast food, brain food.*

That's why BIC *Fight For Your Write* is donating \$10,000 directly to Breakfast Club of Canada and giving an additional \$10,000 (retail value) of stationery supplies to Canadian schools in need through the organization.

Write Now!

The BIC *Fight For Your Write* movement is a simple way to remind Canadians that handwriting matters. Everyone is encouraged to take the BIC *Fight For Your Write* pledge at www.BICFightForYourWrite.ca. "We encourage parents to take the pledge when their kids are present, so kids can understand the importance of writing," says Michael Salfi, Brand Manager, Stationery, BIC Inc. "We're also providing tools to get kids excited and motivated to write. It's all part of BIC's vision to help build a positive foundation for the future."

"We're thrilled to be a partner in the BIC *Fight For Your Write* movement," says Daniel Germain, President and Founder of Breakfast Club of Canada. "We know that a balanced breakfast marks improvements in a child's education and the same can be said about handwriting. Whether it's to benefit behavior and concentration, academic performance, social skills, or self-confidence, Breakfast Club of Canada and BIC are collaborating to give our kids the best possible tools for success."

Writing is an Essential Tool for Learning

"I always say that reading is like breathing in and writing is like breathing out – children need both to be successful," says Ms. Allyn. "Studies show that children who write frequently, both at school and at home, feel more confident in their writing abilities. This confidence translates to success in all academic subjects and in nonacademic environments, as well."

Ms. Allyn adds that it's important to make writing fun for kids. Here are five tips to get them eager to put pen (or pencil) to paper:

1. Set aside specific times during the week for writing stories, songs or even jokes. Let your kids use their imaginations.
2. Have an assortment of colourful pens and pencils on hand that will make kids want to spend more time writing.



3. Make writing special for kids with their own personal table, desk, or designated area. Get them excited about their own writing space!
4. Give kids a fun assignment that requires them to write. Make a birthday wish list or write a letter to someone famous.
5. Make up games around writing. Practice signing their autograph to give to mom or dad.

The Mighty Pen... or Pencil

Sometimes the perfect writing instrument can make all the difference in a child's creativity and drive to succeed. BIC has a range of products that help make writing fun whether the topic is Math, English or Art. Some popular choices for the upcoming school year include: BIC Atlantis® Original Ball Pen, BIC® Extra-Fun™ Pencil, BIC® 4-Color™ Ball Pen, BIC® Extra-Craze™ Mechanical Pencil, BIC® Velocity® Gel Pen, BIC® Briteliner® Highlighters and BIC Kids™ Mechanical Pencil.



For more information and to sign the BIC *Fight for Your Write* pledge, visit www.BICFightForYourWrite.ca.

About BIC Inc.

BIC Inc. (Canada) is a subsidiary of BIC Corporation (www.bicworld.com), a leading manufacturer of stationery products, lighters and shavers. Since its founding more than 50 years ago, BIC has honoured the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world today.

About Breakfast Club of Canada

For 20 years, Breakfast Club of Canada has been nourishing children's potential by making sure as many of them as possible have access to a healthy morning meal before school, in an environment that allows their self-esteem to grow and flourish. But the Club is much more than a breakfast program: we take a broader approach that promotes the core values of engagement, enrichment and empowerment, and we team up with communities and local partners to develop solutions adapted to their specific needs. Operating from coast to coast, the Breakfast Club of Canada helps feed 152,000 students every day in 1,328 schools. More details at www.breakfastclubcanada.org.

About Pam Allyn

Pam Allyn is the Executive Director and founder of LitWorld, a global organization that shares best practices in literacy for all children worldwide. She is also the Executive Director of LitLife, a national organization dedicated to improving academic achievement outcomes in literacy. She is the author of the award-winning *Your Child's Writing Life* and many other acclaimed titles for teachers and parents. Pam is widely known as a motivational speaker and leader in the field of literacy education. Her influence is felt across the media and the blogosphere, from The Today Show, CNN and Oprah Radio, to The Huffington Post and The New York Times. Pam was the 2013 recipient of the Scholastic Literacy Champion Award.

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For more information, please contact:

Vanessa Powell
Strategic Objectives
Tel: (416) 366-7735 ext. 247
Email: vpowell@strategicobjectives.com

Lisa Clowery
Breakfast Club of Canada
National Corporate Relations Director
1-888-442-1217

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