

FOR IMMEDIATE RELEASE

U.S. Children Are Learning Virtues from Real American Heroes

Parents, teachers, and communities have a new opportunity to teach kids positive values - The Heroes Club™. By teaching the lessons of real heroes, we introduce children to the role models we want them to emulate and we help them learn how to become better and stronger individuals.

As national attention on heroes is reaching new heights, our children can learn what it really means to be a hero. On December 6th, 2007, CNN will air a special report on real heroes. This will be a salute to ordinary people doing extraordinary things. (ref: CNN.com/heroes) Additional news coverage can expand this message of honor and create local impact, by reaching out to parents and teachers to get children involved. Such is The Heroes Club's mission and slogan – “Do Extraordinary Things!”

Portland, OR – October 9, 2007 – New for the 2007-2008 school year, The Heroes Club announces its first set of educational trading cards – Real American Heroes. On their website, The Heroes Club provides information and tools to help teach children about real heroes. Well-suited for Character Education lessons, these cards tell the stories of heroic people, the problems they faced, the positive impacts they made, and the virtues with which they acted. Plus, each card includes a “call to action” question in which the child applies the virtue to his/her life. The trading cards are simple rewards that motivate and involve kids, while teaching some of life's most important lessons.

“Knowledge about a real hero can truly change a young person's life. First and foremost, it can help instill the all-important message to never give up... Heroes teach all of us that we can succeed if we keep trying and are willing to work hard. They teach that we are able to live principled lives and make a difference.” - Dr. Dennis Denenberg

About The Heroes Club

The Heroes Club was founded in 2007 by Dr. Dennis Denenberg and Brian Batson. Dr. Denenberg is a well-known speaker, author, and educator. His book, 50 American Heroes Every Kid Should Meet is an award-winning book that motivates children to learn about and explore real heroes. He speaks at a variety of events, teaching teachers and leading educational leaders about this positive character-building opportunity. Mr. Batson is the owner and president of Set Sail Communications, a business which creates patent-pending trading card promotions.

For more information about The Heroes Club, please contact Brian Batson at 503-977-2025.

Contact Info:

Brian Batson, President, Set Sail Communications, LLC

Phone: 503-977-2025

Email: brian@SetSailCommunications.com

Web: www.TheHeroesClub.org

###