



Be the Change Every Day

ONE IDEA | ONE DESIRE TO CHANGE THE WORLD

Regional Media Partner Proposal

Design For Change School Challenge is a global movement designed to give young people an opportunity to express their own ideas for a better world and put them into action. Through a simple framework of - **Feel, Imagine, and Do** - the contest inspires and empowers children across the world to say "I Can!"

Through the Design for Change framework, children learn how to design and implement projects that really touch the heart of their communities. Children are dreaming up and leading brilliant ideas all over the world, from collecting food for under resourced senior homes to raising money to finance school computers.

Design For Change School Challenge '11 – USA

Design for Change 2011 launches on Oct 2nd and challenges schools across the nation to take part in this incredible global movement.

We seek your support in our mission to put the USA on the map as a leader in service learning. To be able to do this we would like to invite you to become our media partner and help us infect children of all ages with the spirit of 'I CAN'.

Our expectations from a Regional Media Partner:

You can help us by providing regular coverage of DFC activities happening across *(your state)* during the time period of the contest.

Thank you for your interest. We look forward to a positive response.

Warm Regards

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