



Tuxedo Cat Productions, Inc.™
Entertaining and Educating Through Core Values

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FOR IMMEDIATE RELEASE

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BOOMER AND HALLEY© GOES NATIONAL

Tuxedo Cat Productions, Inc.™ announces the expansion of the *Boomer and Halley*® Project with the launch of its “**Write to Win**” program. The program will go nationwide in July in the pages of *Kidsville News!*, a family-fun newspaper distributed primarily through schools K-6 boasting a circulation of 1.1 million. According to Tux Cat Creator and Producer of **Write to Win** Mary Jane McKittrick, the program creates an incentive for young children to write about core values and have the chance to win a prize. “As far as we know, there is no other program like this in widespread distribution,” says McKittrick. Each month, children will have an opportunity to solve a multiple-choice question after reading a Boomer and Halley excerpt in *Kidsville News!* and on the Boomer and Halley Website. Each installment features a core value like manners, respect, teamwork, and so on. Children are asked to write a paragraph about that month’s featured core value and submit it. Some will go on to win a Boomer and Halley T-shirt and become part of the national **Write to Win** Winner’s Circle.

The *Boomer and Halley* Project introduces young children to core values through the humorous adventures of an adopted cat and dog living with their “parents” in the small Southern town of Shady Pines. Nationally recognized illustrator Bob Ostrom helps bring the quirky characters to life. “The nostalgic, innocent mayhem of Boomer and Halley,” says McKittrick “engages young children on their level while achieving the adult objective of imparting life lessons that translate from classroom to the community.” The colorful cartoon “kids” learn better behavior while guided without the use of violence, fear, anger, or bad language by adult role models.

To learn more about **Write to Win** and other Boomer and Halley programs, go to the Fun Stuff link on www.boomerandhalley.com.



If you would like more information about this topic, or to schedule an interview with Mary Jane McKittrick, please call Kelly Colbrook at (910) 528-0703 or email Kelly at kcolbrook@sandhillswdesign.com.