



Dear Parents/Caregivers:

Today your child participated in Wear The Cape's compelling Hero Assembly, which focuses on a new, positive approach to preventing and stopping bullying. Through our interactive program your children learned how they can embody heroic character, as well as tactics they can use to stand up against bullying effectively.

Wear the Cape's Hero Assembly brings good character to the forefront with a positive angle on how to combat the bullying epidemic. We are thrilled to impress upon kids that it's cool to be kind through our engaging, interactive, and fun program.

Wear the Cape created the multimedia, interactive assembly with the help of a team of educators. A sequence of relatable videos, in combination with an in-person facilitator, helps kids make connections, practice skills, and learn strategies needed to be a positive force in their communities and be BETTER THAN THAT™ – better than bad choices including bullying.

Several strategies that your child learned today include:

- STOP AND THINK
- HELP OR HURT
- BE BETTER THAN THAT
- BE THE HERO YOU ARE
- DO WHAT'S RIGHT, NOT WHAT'S EASY
- STAND UP FOR THE KID WHO CAN'T
- IT'S COOL TO BE KIND

We encourage you to practice these strategies at home with your children and discuss daily how it's cool to be kind!

For more information about our organization and foundation, or to watch the assembly trailer, visit www.wearthecapekids.com.

In Kindness,
Leigh Ann Errico
Founder and Cape Mom
Wear The Cape Kids and kidkind foundation
16 Mt. Bethel Road, Warren, NJ 07059

About Wear the Cape™ and the kidkind foundation

Wear the Cape™ is the first global, mission-powered brand with the nerve to equate being kind with being cool. By coaching kids to be BETTER THAN THAT™, Wear the Cape breaks down barriers and brings people together—a world of new values prevails: It's cool to be inclusive, tolerant and socially responsible. From its line of apparel and accessories, to its educational tools and its own non-profit the kidkind foundation, Wear the Cape sparks awareness and raises money to build heroes, a kid at a time. Wear the Cape's products and resources are designed to create teachable moments between kids and the grown-ups they look up to with Hero Tags that tee up conversations about what it means to stand up and stand out; to stick up for the underdog; to do what's right, not what's easy. Wear the Cape donates 10% of its net profits directly to the kidkind foundation, and the rest is reinvested in the design and production of new products, as well as character-building educational materials for parents and teachers to help the kids they love. Wear the Cape's work with communities and schools is helping mold everyday heroes that will create a kinder, better world for us all.