

HELLO

The time for change is now, and we're on a mission to empower teens around the world to become changemakers in their communities.

International Women's Day is March 8th, and we want to work with you to inspire women and girls around the world to stand up for what they believe in. We're kicking off our actions by launching our latest book, *Be the Change: The Future is In Your Hands*, which gives young people—especially girls and women—the tools to use their creativity to turn their values, dreams, and hopes for their communities into tangible action for change.

Creating a better world is at the heart of Hello!Lucky. In addition to working daily to design products that inspire and connect people, we co-founded The Write_On Campaign to help people spread joy through the written word, created The Future is Your Hands campaign to get out the vote for the 2016 election, created Hello!Lucky's cause pins to benefit charities we believe in, and we're active volunteers and advocates in our community.

The Women's March on Washington was a major turning point for us, as it was for so many women. We were moved beyond words by the courage and kindness of the girls and women we met, but also by their CREATIVITY. Their handmade, heartfelt and often hilarious protest posters MADE the march. We created free printable posters for marchers worldwide, and we were floored when they were downloaded more than 5,000 times and raised over \$2,000 in donations. These are the kinds of actions that we want to inspire through *Be The Change*.

We would absolutely love to partner with you on giveaways, guest blog posts, and Q&As, and will be following up to discuss in more detail. Together, we can give young people the inspiration, motivation, and tools they need to create the world they want to see!

Xoxo

Sabrina Moyle and Eunice Moyle
Co-Founders, Hello!Lucky
Authors, *Happy Mail* and *Be the Change*

hello!
Lucky

The
Quarto
Group
Creatively Independent



In **Be the Change**, we aim to inspire readers by sharing:

- What it means to **be the change** and to be creative
- Tools and tips for turning inspiration into inspired community service and civic action
- 16+ creative DIY projects to promote your ideas and events
- Tear-out postcards, buttons, and letters to your representative that you can use right away!



Here's how creativity can amplify civic action:



Be The Change project

Creativity is a crucial—and often missing—ingredient to community service and civic action. Creativity makes changemaking fun, inspiring, and impactful. We believe creativity will help the galvanize the next generation to show the world what they believe in, and make the powers that be take action.



The best part? **Be the Change** is aligned with the WE Movement, which makes doing good doable and inspires people to change the world! A portion of proceeds from **Be the Change** are donated to WE Schools, a non-profit which empowers young people in North America and the UK to take action on local and global issues that spark their passion and gives them the tools to make a difference.



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