

2006 Parent to Parent Wisdom Award Presented to Ivette Cortiella

Quote from President/Owner Jodie Lynn;

Sponsored by Disney World.com, PBS KidsTV, and Nestles

“In fact, I don't think there has been any other product, and certainly not two, that has ever been posted in other categories, especially four”! WOW!!!

Congratulations! You might want to list this in your press release -- as it is quite an accomplishment!

Both the Teen Heat TM & The Little Kickers TM home fitness packages will be listed in:

Children's Health and Well Being

Educational Products

Gifts for Children

And your website in Educational Websites

Warm Regards,

Jodie Lynn

President/Owner

<http://www.parenttoparent.com/>

(See email confirmation below)

Forwarded Message: Little Kickers has won Adding Wisdom Award!

Little Kickers has won Adding Wisdom Award!

Friday, September 15, 2006 5:01 PM

From:

"AWA Staff" <staff@addingwisdomaward.com>

To:

ivettec@superfits.net

Message contains attachments

[awardfront06-smWEB.JPG \(6KB\)](#)

Dear Ivette:

Little Kickers & Teen Heat Fitness DVD Packages has won the Parent to Parent Adding Wisdom.

Welcome aboard! You have won the 2006 Parent to Parent Adding Wisdom Award.

Please read and follow through the ten guidelines listed below (if you are a representative of the winning product, please forward this to the creator or author for their convenience to answer/respond, as well.) This enables the winning product and/or website to gain maximum exposure. Again, please read each one and the ***exciting news** posted in a note at the bottom of this announcement.

#1. Here is the 2006 graphic award (attached) - please add it to your site or to the site where these products appear. This is a free award graphic to be displayed on a website -- please do not use it for print on packaging, catalogues, book covers or tags - we have several **high resolution graphic options for print.)

Please place the free graphic on your site. Please be sure that it is linked back to our site and we will do the same.

The reciprocal links is verification to the media (and to the public) that you have won it legally, fair and square by passing our tough testing criteria by our Family Testers who are real people consisting of moms, dads and kids -- this why the review process may sometimes take longer than other award programs.

#2. The winning product will be posted on our site soon usually within 48 to 72 hours not counting weekends. Please do not send out a press release until you have confirmed that your product or site has been posted.

#3. Here is a quote from Mrs. Lynn:

"Our Family Testers found Little Kickers & Teen Heat Fitness DVD Packages to be fun and educational. The kids seemed to really enjoy being inspired in getting fit through the amazing marketing effort and design of the whole package. With the rising challenge of obesity that today's kids face, this is a great way to get them off the couch and into action." ~ Jodie Lynn, syndicated parenting expert, CEO/founder of www.AddingWisdomAward.com, and author of parenting book, Mom CEO (Chief Everything Officer) - Having, Doing and Surviving It All! (June 2006).

#4. You can use her endorsement in your press release, on your site, on Amazon or any other site where you would like credible exposure for your product, including on the air (radio or TV), in addition to any written description as long as it is not paraphrased but written as is, unless you have her permission to change it.

#5. Please send us a .jpg. file with a picture of your **product** to be linked back to your site, as well as where the products can be purchased, like Amazon - or wherever. We will post it on our site. Please get this to us at your very earliest convenience.

#6. When you send out a press release, please send us a copy so we can try to get it up on our site too. As a courtesy to the media, make sure the picture of your product is posted on our site *before* you send out your release.

#7. We do have Parent to Parent Adding Wisdom seals to go on your press release or on the packaging of each winning product. If you want to purchase them, send us a note. The seals do offer additional prestige and get plenty of attention. In our survey to parents, over 87% said that they would buy a product or book that has an award-winning seal placed on the item. (Just something to think about should you ever want more appeal and additional exposure for your products.)

If you make the decision to order Adding Wisdom Award seals, just let us know and we will tell you how to order them from our site. This seal is different from the free graphic that you will be linking to us from your site. NOTE: **We now have digital seals that can be ordered, downloaded and used right on your cover/box and/or packaging as an integral part of it. Please let us know if you are interested.

#8. You are encouraged to send us a note telling us how you feel about winning the prestigious award and we will try our best to include it in the What People Are Saying section with a link back to your site. This will provide triple exposure, should you also send out a press release and we post that as well.

#9. Congratulations! Remember, from now on, don't forget to include these buzz words when describing your products to the media or general public:

"Little Kickers & Teen Heat Fitness DVD Packages is a proud winner of the 2006 Parent to Parent Adding Wisdom Award, the only award to ever be honored by Disney.com."

FYI: An award-winning product makes a huge difference in the media and to parents and might possibly move it above another to be highlighted in an article, perhaps garnish an interview from the media and/or radio/TV interviews (especially if it comes from a well-known award program).

In fact, I don't think there has been any other product, and certainly not two, that has ever been posted in other categories, especially **four!**

Congratulations! You might want to list this in your press release -- as it is quite an accomplishment!

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#10. If you have any concerns with any section of these guidelines, please feel free to contact us.

Exciting News NOTE:** Jodie Lynn is now hosting a brand new radio talk show! The ***Inside Parenting Success Radio Talk Show is creating quite a buzz. By word of mouth only, we already have over 35,000 subscribers, thanks in great part to the show's well-known owner/producer, Randy Gilbert That's incredible! Randy Gilbert works with amazing people whom are huge supporters of his radio endeavors. Some of them are: Jack Canfield and Mark Victor Hansen, authors and creators of the best-selling book series, Chicken Soup for The Soul. If you have won the AWA, then you must have a product that you feel parents would like to hear about that could somehow change or benefit their family, please see www.ParentToParent.com for instructions on submitting a "Requested Interview" to schedule your own personal radio interview. Send in the request on our Parent to Parent Contact form. A producer from the radio show will contact you as soon as can possibly be done. Please be patient, as we have many requests submitted on a daily basis.

Congratulations Ivette -- our thanks to you! We hope your amazing product will do quite well and everyone will appreciate [all of your hard work...](#) as we do! :)

Best Success!

AWA Team and Family Testers
www.AddingWisdomAward.com

[awardfront06-smWEB.JPG](#)



April 8, 2008

Dear Ivette,

SUPERFIT SATURDAY EVENT - MARCH 29, 2008

On behalf of Team 4, I wanted to personally thank you for your participation in our first Annual SuperFit Saturday on March 29th at the South Miami Community center. Our goal for Super Fit Saturday was to raise awareness of childhood obesity through education and interactive participation to the surrounding South Miami community. Thanks to your generous contributions and efforts, our event was a GREAT SUCCESS! As Mayor Horace G. Feliu mentioned in his opening address, this is an important initiative for our community at large that we hope to continue in the years to come.

Once again, we appreciate your participation and support. It was an educational and fun-filled day! Leadership Miami and the South Miami community thank you!

Sincerely,

Anthony Musto, Ph.D.
On behalf of Team 4
Leadership Miami Class of 2008