



## **Press Release - NED's Mindset Mission**

City of School, State – NED's Mindset Mission™, presented by The NED Shows®, is a school-wide assembly that is coming to (name of school) on (day and date of show).

Since 1989, The NED Shows organization has been an influential provider of character education messages for elementary schools. Their performers have presented assemblies for more than 39 million students throughout all 50 US states, as well as in Canada, the United Kingdom, Australia and New Zealand. One of their shows, NED's Kindness Adventure, encourages students to be more caring and inclusive of others. Their other show, NED's Mindset Mission, works to change how children engage with tough challenges.

In NED's Mindset Mission, a solo performer tells a story about a cartoon boy named NED who is on a very important mission. Led by clues to find to his "mindset," NED overcomes Mt. Everest's toughest obstacles, uncovers inner-treasures on a Caribbean island, and helps a space alien discover there is always more to learn. The show activates the imagination of young students and uses humor, yo-yo and magic tricks, puppetry and storytelling to share a message about the power of a positive mindset.

After the performance, teachers and parents can use videos, lessons and activities created by The NED Shows to keep a year-round focus on character education themes.

Many schools that host NED's Mindset Mission use its Pay-It-Forward payment option to cover the costs associated with the program. Through this, NED's Mindset Mission and its follow-up resources are regularly provided to schools that do not have budgets for character education programs or assemblies.

For more information about NED's Mindset Mission, visit [www.MindsetMission.com](http://www.MindsetMission.com).

###