Dear Parent/Guardian,

I am excited to tell you about a great opportunity for your child to help others and the planet, compete for cash prizes ranging from $200 to $100,000, and participate in an amazing learning experience that could help the college application process.

A private foundation, in collaboration with the American Red Cross, has created The Paradigm Challenge, a competition that inspires youth aged 4 to 18 to use kindness, creativity, and collaboration to help solve important social problems. This year, the foundation (Project Paradigm) is offering more than $100,000 in cash and prizes to students who come up with new ideas to address issues are common to homes, schools, and communities around the world. The projects for the current Challenge include home fires, waste reduction, personal health and wellness, food security, and biodiversity.

The foundation welcomes all kinds of ideas, including posters, videos, inventions, messages, community events, websites, mobile apps, or anything else that will help. Entries are accepted at all times.

Project Paradigm strongly believes in the effectiveness of iteration. Students are encouraged to submit an entry, receive feedback from Project Paradigm mentors, incorporate the feedback, and submit another entry prior to the entry deadline. Students can become Finalists and win cash prizes any time before the Challenge deadline.

To learn more about The Paradigm Challenge or to sign up for this free competition, visit www.projectparadigm.org.

If you have any questions about The Paradigm Challenge, feel free to contact Jeff Richardson, the founder of Project Paradigm and The Paradigm Challenge, at jeff@projectparadigm.org. You may also contact me.

Sincerely,

(Signature Block)