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Hollister Kids Chosen To Create Education Program for Detroit Lions

Hollister Kids, the educational publishing division of Hollister Creative, was chosen this fall to create a classroom program teaching the benefits of volunteering in partnership with the Detroit Lions football team and Detroit Newspapers In Education.

The program featured a 16-page full-color student supplement delivered with the Detroit Free Press, a 12-page digital Teacher Guide and a full-color classroom poster.

Written and designed by the Hollister staff, the supplement "Volunteering With Pride" explored the benefits of volunteering in the community through the efforts of Detroit Lions Charities and the individual efforts of Lions players Mike Furrey, Jon Kitna, Ed Mulitalo, Cory Redding and members of the Lions Wives group.

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The supplement detailed how volunteer efforts benefit families, schools, hospitals and non-profit groups and help the community as a whole. It explained how volunteering builds character and community relationships. Most significantly, it demonstrated to students how people who choose to volunteer benefit from getting involved.

"Volunteering demonstrates how everyone has talents to contribute for the success of a community," the supplement explained. "It shows that when individuals join together, the results are always greater than what individuals could achieve alone."

The Teacher Guide, which was distributed as a digital curriculum through the Detroit Newspapers website, extended the lessons of the supplement with teaching activities that explored aspects of volunteering through the content of the newspaper.

In Detroit, Hollister Kids also has created sports-themed education materials for the Tigers, Pistons and Red Wings. In Philadelphia, Hollister Kids has created education programs for the Eagles, Phillies, Sixers, Flyers, Kixx, Phantoms and Wings, as well as for the University of Pennsylvania and Temple University athletic programs.

The "Volunteering With Pride" program was created by Hollister staffers Peter Landry, Martha Michaela Brown, Cynthia Leger and Renée Guie.

About Hollister Creative

Ranked among the top 25 graphic design firms in Greater Philadelphia by the Philadelphia Business Journal, Hollister Creative is the only one with a full range of copywriting and editorial services. Hollister's writers, editors and graphic designers provide award-winning creative services in three areas of specialty: custom publishing, marketing communications and educational publishing. For more information, visit www.hollistercreative.com.