

## FOR IMMEDIATE RELEASE

Contact: Monica Strobel  
[monicastrobel@gmail.com](mailto:monicastrobel@gmail.com)  
303.898.8706

### **New Gift For Kids and Grandparents Puts A Fresh Twist on Old-Fashioned Arts**

*Give our humanity a leg-up on our technology*

Denver (December 9, 2010) - Generations In Touch has launched its new Mail Club for Kids and Grandparents, featuring Sammy the Mail Snail. A gift subscription to “**Sammy’s Mail Club**” brings mail throughout the year to children who pay-it-forward in cherished letters sent to their grandparents.

- Delivers kid-style fun that stimulates creativity
- Deepens family connections across distances and generations
- Revives the old-fashioned arts of manners and letter writing

“Busy parents who live distant from their relatives often struggle to create close family ties,” said Monica Strobel, founder of **Generations In Touch**. “Even across town, family members get busy and out of touch.” For years, Monica dealt with overwhelm and guilt about sending mail from her three children to grandparents across the country and is now dedicated to helping build bonds between young and old while easing stress on working moms.

“Inter-generational connections create more than a feel-good sensation,” said Kristi Johnson, one of the three *mompreneurs* behind Generations In Touch and a social worker focused on older adults. Research has revealed that children who interact with elders develop more empathy and better manners. “Polls show that parents believe manners are more important than ever. As a parent of two boys, I couldn’t agree more!”

“Sammy’s Mail Club is designed around the thrill of getting something special in the mail,” said Susie Russell, who works with pre-schoolers, has a degree in communications and two children of her own. Parents today are looking for more ways to “un-plug” their kids. Youngsters are fluent in technology, yet research shows they love getting mail. “Children benefit from doing something special for others, all by themselves.”

How does it work? Once kids and their grandparents are “paired up” in the subscription-based Mail Club, Sammy sends each child a packet that includes stories and activities *plus stationery and a stamped, envelope pre-addressed to their grandparents*. Kids draw or write a letter and easily pop it in the mail to grandma and grandpa, who love receiving mail directly from the kids.

Sammy’s Mail Club is the fun way to grow connection between children and grandparents or other distant relatives.

Visit the website at [www.generationsintouch.com](http://www.generationsintouch.com). Holiday pricing through December 31. Order at [www.generationsintouch.com/mail-club](http://www.generationsintouch.com/mail-club). Questions? [generationsintouch@gmail.com](mailto:generationsintouch@gmail.com).

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