



THE ADVENTURES OF AI

Charity Media Kit - Q3 2014

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ABOUT

ABOUT THE ADVENTURES OF AI

The Adventures of Ai is an ebook written by international entrepreneur and New York Times best-selling author Craig Bouchard. The story is a part non-fiction and part fiction fantasy subtly designed to prepare pre-teen girls and boys for the pressures they will encounter as they grow up. Incorporating art, history, poetry, music and mathematics, the unique novel encourages children to unlock their potential. Released in six languages, The Adventures of Ai is a story of empowerment that transcends boundaries. For more information, visit www.adventuresofai.com.

ABOUT AI'S ADVENTURE

The book's corresponding video game is based on the novel and created by Kalani Streicher, producer of the ground-breaking games Star Wars, The Empire Strikes Back and the Indiana Jones games for Lucas Films. Titled Ai's Adventure, the game is an engaging experience featuring a soundtrack produced by 15-time Grammy Award winner Humberto Gatica, the game is available for iOS, Android and Kindle. For more information, visit www.adventuresofai.com.

ABOUT THE WORLD CHARITY CUP

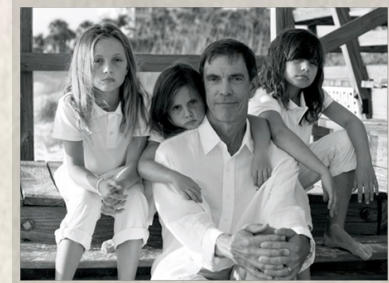
When children play Ai's Adventure, their scores are recorded on the Adventures of Ai website for the benefit of their country total. Ten percent of net revenues earned in each country during the competition will be donated to the participating charities within that country. In addition, ten percent of the global revenue from the book, game and music earned during the competition will be donated to the charities in the country that records the highest average player scores. Thus, any country can win the "World Charity Cup," and every child playing the game matters.

ABOUT (CONT.)

ABOUT CRAIG BOUCHARD

Craig is a New York Times best-selling author. “The Caterpillar Way: Lessons in leadership, growth and shareholder value,” was released in October of 2013, reaching #1 on the Barnes & Noble best-seller List and #8 on the New York Times Best Seller list in the business category.

Craig is the Chairman and CEO of publicly traded Signature Group Holdings, as well as the Chairman and CEO of privately held Cambelle-Inland, LLC.



Craig holds a Bachelor’s degree from Illinois State University (1975), a Master’s Degree in Economics from Illinois State University (1977), and an MBA from the University of Chicago (1981). In 2005, Craig was a finalist for the Ernst and Young Entrepreneur of the Year Award (Illinois). He has been a member of Leadership Greater Chicago, a member of the Board of Trustees of Boston University, the Foundation of the University of Montana, and is currently a member of the Board of Athletics at Duke University. For more information, visit www.craig-bouchard.com.

LETTER TO CONSTITUENTS

We're participating in the World Charity Cup, competing against other organizations from around the world to raise funds for K is for Kids, and we need your help!

Starting this September, kids and preteens around can start earning points for their favorite causes in the World Charity Cup, part of NYT Bestselling Author Craig Bouchard's "The Adventures of Ai" book and video game. The competition is divided into countries, and charities in the country with the most points at the end of the World Charity Cup will receive 10 percent of The Adventures of Ai's global revenue. The K is for Kids is playing as a "factionless" charity, so players from any country can play on our behalf. In addition, 10 percent of each country's revenues earned will be donated to its participating charities, including ours.

How can you help? Play the Adventures of Ai! To make sure your points are going to the K is for Kids, make sure to sign up as a "factionless" player. The more points you earn, the better chance we have of winning. The game is an exciting mix of fantasy and history, and is perfect for preteens.

To download the game and learn more, visit www.adventuresofai.com. Then, sign up for the factionless team and play away! Start practicing now so you're prepared for the September competition: You can start earning points September 9, and the competition will run until December 31.

Any country can win the cup, so every player matters. We appreciate all your help and support!

PRESS RELEASE

FOR IMMEDIATE RELEASE

K is for Kids Selected for World Charity Cup Competition

The “Adventures of Ai” project will donate 10 percent of its global profits to charities in the winning country

July 16, 2014 -- Chicago, IL -- K is for Kids announced today its selection as one of the participating charities in the World Charity Cup. The competition is part of New York Times Bestselling Author Craig Bouchard’s transmedia project: the launch of his new children’s fantasy, “The Adventures of Ai.” The new book, music and corresponding mobile game are subtly designed to unlock the potential of preteens and make them aware that each and every individual can make a difference in the world.

In the World Charity Cup, which opens September 9, children from around the world will play the Ai’s Adventure game and compete against children from other countries to raise funds for national charities. This will include K Is For Kids, which is dedicated to encouraging literacy in children, as a “factionless” charity. Factionless charity participants do not represent a single country, allowing children from all over the world to play on behalf of these organizations.

“K is for Kids and our team of teen leaders are delighted to introduce ‘Adventures of Ai’ to the children of our community,” said Karen D. Clawson, founder and executive director of K is for Kids Foundation. “As children experience Ai’s resolve to overcome hurdles and reveal the truth she seeks, we believe they too will aspire to be more creative thinkers and adventurous problem solvers — two important cornerstones of K is for Kids’ mission of ‘building readers and leaders.’ We look forward to the World Charity Cup and being part of Bouchard’s One World: One Team!”

PRESS RELEASE (CONT.)

The winning country's charities will receive 10 percent of the "Adventures of Ai" global revenue. Additionally, "Adventures of Ai" will donate 10 percent of its net revenues in each country to that country's participating charities. Countries participating in the World Charity Cup include Australia, China, India, Japan, New Zealand and the United States.

"We grow up believing the world is too big for any one person to make a difference. That's simply not true, and I wrote The Adventures of Ai with this fallacy in mind," said Craig Bouchard, creator of the Adventures of Ai. "The truth is we can all make a difference. I want to unlock the incredible potential of girls and boys in the far corners of the world. Play the game hard to benefit sick kids in your country. But remember, we live in one world and we play for one team."

To learn more about the World Charity Cup, please visit www.adventuresofai.com.
For more information about K is for Kids, please visit www.kisforkids.org.

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For more information, please contact Jessica Hasson, jessica@pulppr.com.

About K is for Kids

K is for Kids® is a unique student volunteer-based nonprofit 501(c)(3) organization based in Naples, Florida, with kids on both the giving and receiving ends of its mission building readers and leaders. The Foundation encourages literacy and a love of reading in children of all ages by enriching their libraries at school and at home. K is for Kids' primary volunteers are teens who earn community service hours, boost their resumes and apply their skills in a real-world setting. Serving as interns, spokespersons and in leadership roles, students manage projects from concept to completion, developing skills in communication, problem solving and people management. Through its focused efforts, K is for Kids helps cultivate the skills kids need to be creative thinkers, adventurous problem solvers and visionary leaders. Reading and dreaming, learning and leading, creating and achieving: That's K is for Kids!

SOCIAL MEDIA MESSAGES

Below are some sample social media messages. Be sure to use #WorldCharityCup in your messaging on Twitter (and any other hashtag-friendly platform) to get the word out about your participation!

TWITTER

Pre-launch:

Want to raise money for K is for Kids? We're participating in the Adventures of Ai #WorldCharityCup! Start playing at adventuresofai.com

#WorldCharityCup starts 9/9/14 - are you ready? Visit adventuresofai.com to learn more.

Launch Day:

#WorldCharityCup begins today! Start earning points for K is for Kids at adventuresofai.com

Post-launch:

Play video games to earn money for charity with #WorldCharityCup! Visit adventuresofai.com & start playing today.

SOCIAL MEDIA (CONT.)

Facebook

Before the World Charity Cup launch:

Have you discovered Ai yet? K is for Kids is participating in the Adventures of Ai's World Charity Cup. Starting September 9, you can play the Adventures of Ai video game to help raise money for charities around the world, including ours. Download the game at adventuresofai.com now to start practicing!

One week until the World Charity Cup starts -- have you been practicing? The Adventures of Ai's global video game competition donates part of its profits to charities in the winning country. To help raise money for us and other "factionless" charities, download the free game and start playing at adventuresofai.com.

On September 9:

The World Charity Cup starts today! Earn points in the Adventures of Ai game and raise money for charities, including ours. Download the game and start playing today at adventuresofai.com.

After the launch:

We need your help! Did you know you can play video games and raise money for K is for Kids? With the Adventures of Ai's World Charity Cup, charities in the winning country will receive part of the project's global profits. To help us win, download the game and start playing today at adventuresofai.com.

Want to play video games and help raise money for K is for Kids? Now is your chance! With the World Charity Cup, you can raise money by playing the new Adventures of Ai video game. For more information and to download the game, visit adventuresofai.com.

The competition is winding down, but there's still time to play! Charities, like ours, in the winning World Charity Cup country will win part of the Adventures of Ai's profits. Every player and every point counts, so download the game and start playing today at adventuresofai.com.

CHICAGO EVENT INFORMATION

The official Adventures of Ai launch event will be held at Ann & Robert H. Lurie Children's Hospital of Chicago on Wednesday, July 16. We welcome all our participating charities to the event as our guests! **If you plan on attending the Chicago event, please RSVP no later than Wednesday, July 9 at: <http://bit.ly/TEBGoi>**

The event will include a demo of the Adventures of Ai game, a press conference and tours of Lurie Children's available for all event attendees.

Due to high security clearance, **we cannot admit anyone who has not RSVPed to the event**, so please ensure both you and your guests have all signed up.

On the day of, please arrive at Lurie Children's for check-in by 9:30 AM. There will be signs directing you to the check in table in the second floor lobby, where you will receive your name badge.



FREQUENTLY ASKED QUESTIONS

What is the World Charity Cup?

The World Charity Cup is a global video game competition accompanying the launch of the Adventures of Ai project. Players in countries from around the world will compete in the Adventures of Ai game to raise money for their country's selected charities.

How much does the World Charity Cup cost?

Playing the game and participating in the World Charity Cup is completely free. The Adventures of Ai ebook is available on the website for a small cost. Because part of the proceeds go directly to charity, we encourage you to support the Adventures of Ai project and buy the book in addition to playing the game.

How long does the competition last?

The competition lasts from September 9, 2014 to December 31, 2014.

Where can players download the game?

Players can download the game via iTunes, Google Play, Amazon and at **www.AdventuresOfAi.com**. The game is available for both Android and Apple devices.

As a charity, who should I send the letter and release to?

You should send the letter to anyone who you think will play the game! We want to encourage as many people as possible to play and earn points for their country -- and therefore, your charity. The book and game is aimed at kids of all ages and their cool parents. We suggest you send the press release to members of the news media. The release serves as an announcement of your participation in the World Charity Cup as an additional way to draw in players for your country.

FAQ (CONT.)

When should I send out the letter and release?

You should send out the letter and release after your country's launch date, but before the start of the World Charity Cup.

When is the official Adventures of Ai launch?

USA, Chicago: July 16, 2014

USA, New York: July 21, 2014

USA, Washington DC: July 24, 2014

Australia: August 4, 2014

India: August 11, 2014

China: August 18, 2014

Japan: August 25, 2014

World Charity Cup: September 9, 2014

If I'm attending the Chicago event, do I need to prepare anything?

No, you don't need to prepare anything. If you are attending the Chicago event, please make sure to RSVP at <http://bit.ly/TEBGoi> by Wednesday, July 9.

Who should I contact with media questions?

For questions related to publicity, you can contact:

Jessica Hasson (jessica@pulppr.com), Mishri Bhatia (mishri@pulppr.com) or Jennifer Schultz (jennifer.s@pulppr.com)

FAQ (CONT.)

What other charities are participating?

Participating charities are:

- Child Cancer Foundation (New Zealand)
- Child Rights and You (CRY) (India)
- Children's Leukaemia & Cancer Research (Australia)
- College Women's Association of Japan (Japan)
- Cystic Fibrosis Foundation (USA)
- K is for Kids (Factionless)
- Ann & Robert H. Lurie Children's Hospital of Chicago (USA)
- Magic Bus (India)
- Maria Social Welfare Foundation (Taiwan)
- Misericordia Hearts of Mercy (USA)
- Naples Equestrian Challenge (Factionless)
- Operation Smile (China)
- Taipei Orphan Welfare Foundation (Taiwan)
- The Dempster Family Foundation (Factionless)
- The Jordan Foundation (Africa)
- The Sony Foundation (Australia)
- The Working Youth Society (Japan)
- The Theo Epstein Foundation (Factionless)