

NONPROFIT CURES OF COLORS MAKES QUARANTINING WITH KIDS A LITTLE EASIER

Beat Boredom and Tackle Difficult Topics with Cures of Colors Narrative Coloring Books

Los Angeles, CA -- November 11, 2020 marks the launch of Cures of Colors, a nonprofit devoted to the creation of narrative coloring books that help put into perspective real-life concerns and social issues that occupy the minds of children. The nonprofit's first coloring book tackles the challenges of the pandemic and what can be done to face them. Cures of Colors has created original superhero characters who teach about safety from the COVID-19 virus.

In the face of the COVID-19 pandemic and in the wake of the death of George Floyd, founder Brittany Chung was compelled to take action. She was acutely aware of the challenges faced by friends of hers raising children during this unprecedented world event. Cures of Colors was born as a means of communicating difficult issues to kids in an age-appropriate and inclusive manner. These narrative coloring books help to contextualize challenging subjects from a place of empathy, compassion and creativity. The nonprofit's aim is to provide both an artistic outlet and a framework for grappling with everything from mental health and the stress of a pandemic to racial inequality and self-confidence.

What does the future look like for Cures of Colors? The nonprofit has big plans for 2021 including narrative coloring books that address the topics of family dynamics, systemic racism, LGBTQ+ equality, mental health, bullying, etc., and associated partnerships.

Meet Our Leadership and Board of Directors

Founder: Brittany Chung



Brittany Chung is passionate about raising the next generation to be empathetic and service-oriented. As founder, Brittany is in charge of overseeing Cures of Colors operations from start to finish including coordinating the creative teams, website design, marketing optimization and community outreach. Brittany pours her heart and soul into Cures of Colors in the hopes of affecting lasting change in families across the country.

President: Vivek Bedi



Vivek Bedi is an engineer by education and an entrepreneur by trade. In the nonprofit world, he is not only the President of Cures of Colors but also an Executive Board Member of Her Product Lab. Professionally, he is the Chief Product Officer at SimplifyVMS, a public speaker and the author of the book *You: The Product*.

Vice President : Rachelle Nelson



Rachelle Nelson has spent the last 20 years committed to education reform, particularly in under-served communities. She is the Chief Content & Academic Officer at Growth Networks Academy, an Instructional Facilitator at Catapult Learning and the co-founder of College Achieve Public Schools.

Secretary: Maverick Flowers



Maverick Flowers is an Associate Tax Attorney at Berg Hill Greenleaf Ruscitti LLP where he practices law in the areas of: federal, international, state and local tax; real estate; corporate; M&A; nonprofits (public charity, private foundations, charitable trusts); estate planning and small business succession planning. He also volunteers his time as the At Large Executive Council Member for the Tax Section of the Colorado Bar association.

Treasurer: Lindsay Jespersen



Lindsay Jespersen most recently served as the Vice President of Finance, Global Distribution & International at NBCUniversal. She has both extensive experience in financial strategy and an inclination to make the world a better place. In addition to her work at Cures of Colors, Lindsay also volunteers her time as a Board Member for the Young Professionals Network and at the New Frontier Forum for the John F. Kennedy Library Foundation.

PR/Marketing Chair: Danny De Lillo



Danny De Lillo is a Business Development Executive for SCREEN International who is committed to the promotion of diversity and inclusion in the world of entertainment. He amplifies artists' voices as the Chairman of the Board at NewFilmmakers Los Angeles and as Program Director of LGBTQ Shorts at the Newport Beach Film Festival. He is also the Vice President of the Dreams to Reality Foundation.

CURES of COLORS

Founder's Message

Cures of Colors is a nonprofit organization that creates age-appropriate, narrative coloring books for children and their parents/guardians/educators to creatively connect over.



Each coloring book aims to help put into perspective one of the various real-life concerns and social issues that occupy the minds of our children but are often difficult to discuss with them--topics such as COVID-19, racial injustice, bullying, loss of a loved one, family dynamics, equality, etc.

Many children often grow up living in a bubble. And with everything going on this year due to the pandemic, many of us adults are reexperiencing what that feels like. Last year, I travelled around the world, gained insight into different cultures, attended networking events, and met new people from all different backgrounds. Unfortunately, today, it's not as easy and safe to do those things.

While I'm sure life will eventually return to "normal" as we used to know, it sheds light on the bubbles that many people live in and how homogenous our social circles are. The people we surround ourselves with often look like us, think like us, and act like us (to some extent). The lack of exposure people have to those outside their bubble, can easily lead to a lack of understanding and empathy for others, which is often attributed to the root of our biggest problems.

While children are exposed to numerous social and emotional issues that they don't fully comprehend, we hope that our books will address their curiosity and open up a dialogue that can help them understand, and ultimately build empathy. We aim to help children see that people come from all different walks of life, not just the ones most similar to ours. And it's important for us to do so in a way that is fun, interactive, and informative to them in hopes that it brings more conversations.

Frederick Douglas once said "it is easier to build strong children than to repair broken men," and we cannot agree more. Our goal and mission doubles down on how we can collectively focus on achieving the former. But, we're going to need your help.

How to help?

Here are a few simple things you can do to support our nonprofit and our mission to color a brighter future with and for our kids:

- Visit our website at www.curesofcolors.org
- Download/share our free e-coloring book (COVID-19)
- Subscribe to our newsletter for special offers and updates on upcoming launches
- Follow us on LinkedIn, Facebook and Instagram at @curesofcolors
- Share with your family, parent, caregiver, and/or educator friends
- Pre-order/order our upcoming printed book
- Reach out if you or someone you know is interested in partnering with us
- Donate to support our incredible mission!

Thank you for the support!

Kindest regards,

Brittany Chung, Founder of Cures of Colors