



MEDIA KIT 2008

## ***What is Manners, Please! ?***



*Manners, Please!* is a fun, interactive and educational board game designed to help develop children's social skills.

The game effectively teaches and reminds children of their manners in a non-confrontational setting. Knowing the expectations of behavior can improve self-confidence in dealing with both daily and unfamiliar events.

The game helps promote parental values with emphasis on *courtesy*, *respect* and *consideration*.



“Making Manners Fun!”



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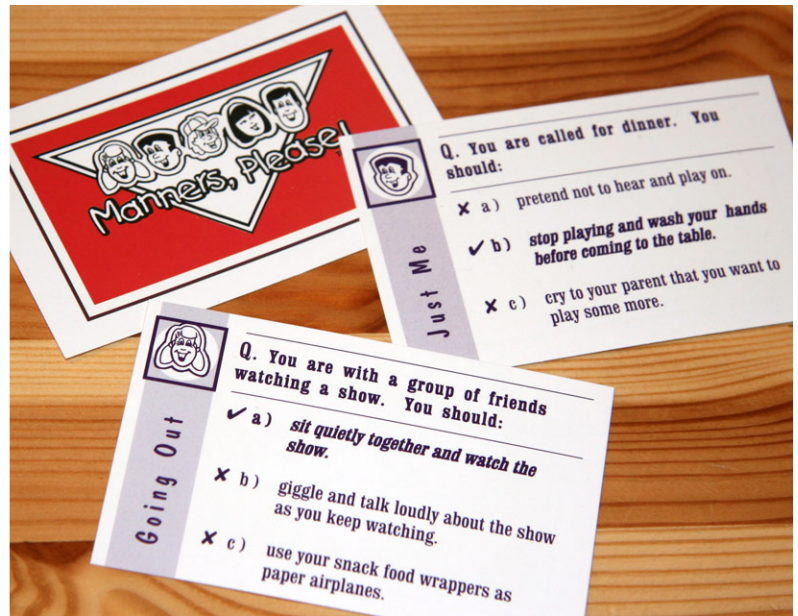
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## The Board Game

### Playing



Players roll dice to advance along the board, landing on coloured sections. Depending on the colour, the player picks up card that asks a multiple-choice question on one of the categories. A coloured token is collected for each correctly answered question. The winner is the first player to collect all of their coloured tokens.

Typical areas covered within each category:

**Just Me** – Personal Hygiene, Household Manners, Playing Around the House, Sharing

**Just Us** – Table and Telephone Manners, Greetings and Introductions, Manners at School, Entertaining, Friend and Family Relations

**Having Fun** – Visiting Manners, Party Manners (as Host or Guest), Sleepovers, Playing with Friends, School Yard Manners

**Going Out** – Manners Specific to Restaurants, Theatre, Cinemas, Museums, Shopping, Doctor's Office, etc...

A fifth category, "MANNERS", offers the child a simple manner to learn and live by.



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In total the categories comprise of 400 game cards written with a sense of humour, thus ensuring sustained interest.

### **Sample Questions from the Manners, Please! game cards**

You are getting sleepy and have to yawn. You should yawn:

- a) with your hand over your mouth
- b) with your mouth wide open
- c) with lots of loud and rude noises

(Answer: a)

After getting out of bed at a friend's sleepover, you should:

- a) leave the bedroom a mess
- b) make the bed and tidy up the bedroom and your belongings
- c) jump up and down on the bed to wake your friend

(Answer: b)

If you see someone who looks different, it is polite to:

- a) do your best to tease the person
- b) point and stare at the person
- c) not pay any attention to their differences

(Answer: c)

While serving yourself food at a buffet lineup, remember to:

- a) dig into the food with your fingers
- b) fill your plate using the serving spoons only
- c) use your own spoon to serve the food from each dish

(Answer: b)



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## The Buzz

### Reviews

“When it comes to manners, many children are, put it politely, courtesy-challenged. Etiquette deficient.

Less Miss Manners than Missing Manners.

And we parents are largely to blame.

As a generation that rebelled against phony formality, we may have gone too far and thrown the baby out with the finger bowls, so to speak. Manners are, after all, the tools of mutual respect that grease the wheels of everyday life.

But who has the energy to teach manners with everything else modern parents must juggle?

Anyone – if its fun. And Brampton Accountant Shirley Tom has designed a board game that indeed makes etiquette fun, not just one more lesson to be learned.”

**- Louise Brown, *Growing Pains, Entertainment, Toronto Star***

“Manners game makes it fun to learn etiquette...It’s a board game, similar in format to Trivial Pursuit, where players earn points when they correctly answer a question. In this game, all the questions have to do with manners. Playground fights, do’s and don’ts at mealtimes, how to behave if you’re dragged unwillingly to the museum and how to visit a friend’s house are all covered.”

**- Luisa D’Amato, *The Record (Kitchener-Waterloo)***



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## Testimonials

I've found Manners, Please! to really bridge the gap between the kids' initial behavior (at the beginning of the school year) and their expected behavior. Totally invaluable!

**- Julie Armstrong, Learning Assistance Teacher and mother of 2, Hamilton, ON**

What a great way for children to learn about manners without having to get in trouble. Their ability to learn the do's and don'ts is completely relaxed when done through a game! What a great concept - and should be a part of every family's play time...

**- Jamie Brittain, father of 2, Winnipeg, MB**

My daughter's manners have really improved thanks to the game. She now listens to me when I ask her to wash her hands before a meal. Thank you, thank you, and thank you!

**- Michael Moretti, father of 1, Toronto, ON**

What a great way to teach proper etiquette! My kids pay attention to the lessons in the game, which is great because they seem to tune me out.

**- Margot Holland, mother of 3, Burlington, ON**

I think its' really boosted my son's self-confidence in dealing with both daily and unfamiliar situations. Thanks!

**- Desiree Kennedy, mother of 1, Montreal, PQ**



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## About The Game's Creator

### Shirley Tom, Accountant and Board Game Creator

Shirley Tom realized that the children around her needed help. They could read, 'rite, and do 'rithmetic (the 3 R's), but were oblivious to many of the respectful rules we require to co-exist.

It seemed that the fourth "R" – Respect – was becoming sadly missed out of a child's social education.

As a mother of 2 and a Grandmother of 1, Shirley felt that it was important to introduce children around the world to the concepts of respect in a fun, social and educative way. "I didn't see the respect for elders that I was taught," she says. "Some children won't even say "Hi" when they come to your home, so I saw a real need to figure a fun way to instill a common code of ethics."

When she's not being a dedicated mom and grandmother, Shirley Tom, BAS, CGA, is the managing principal of her own accounting firm, Shirley Tom Professional Corporation, in Oakville. Shirley received her certified general accountant designation in 1989 and is a proud member of the Peel Chapter.

Shirley was elected as Governor of CGAO in 2007. Aside from her board role, Shirley is chair of the Public Accounting Licensing Review Committee, vice-chair on the Discipline Committee and an active member on the current Appeals Committee. Last year, Shirley served on the Discipline Committee, the Corporate Governance and Nominations Committee and on the Licensing Status Task Force. Shirley was also a former member of the 2006 – 2007 Government Relations and Advocacy Committee

Prior to her election, Shirley served on the Peel Chapter Board in various capacities. She was chair of government and public relations in 2006 - 2007, Chapter Chair during 2004 – 2005 and chair of public practice for 1999 – 2001.

Shirley is very passionate about her designation. She is an original member of the fabled G50 group and was at the forefront in organizing the very successful campaign leading to Bill 213 and Bill 94 to secure public practice rights. Her efforts earned her the CGA Chapter Distinguished Service for 2003 and the CGA Ontario Distinguished Service for 2004.

In addition to Shirley's governor responsibilities, she also volunteers her time as treasurer for 5<sup>th</sup> Brampton Scout Group, West Oakville Pre-School Centre and the Ladies and Mixed Sections of the Brampton Golf Club.



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## Media Section

### Sample Interview Questions

**Q. Who can play Manners, Please!?**

- A. Although the game is aimed at children ages 6 – 12, children as young as 4 will understand the questions and can play if there’s an adult present.

**Q. Who is the game for?**

- A. Manners, Please! is for kids who need to brush up on their manners, and for parents who want to deliver the lessons in a fun way.

Children’s education should include more than the Three “R’s” — they need to learn social skills, too. Manners are the cornerstone of every child’s social development, but many parents are too exhausted by the end of the workday to worry about much more than basics, like when to say ‘please’ and ‘thank-you.’

**Q. Shirley Tom, how did you come up with the concept for the game?**

- A. I didn’t see the respect for elders that I was taught. Some children won’t even say “Hi” when they come to your home, so I saw a real need to figure a fun way to instill a common code of ethics.

**Q. Why should parents teach manners through a game?**

- A. Playing a game helps children understand the do’s and don’ts of respectful behaviour in a fun, focused and social setting – not when they have made a mistake or are otherwise distracted.



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## Media Inquiries



Stooke Media Inc. is a GTA-based creative studio that values the art of communication.

We help companies - of all sizes – tell their stories clearly and effectively. We provide custom web and new media solutions, inspired branding and identity, and commanding print design.

Our Capabilities:

### Web-Based Solutions

- Custom Websites (Flash, XML, CSS – Web Standard)
- Website Architecture & Interface Design
- Flash Animation
- Content Management Solutions
- PowerPoint Presentations
- Newsletter Campaigns
- Search Engine Optimization
- Ecommerce
- Website Hosting

### Identity Development

- Corporate Logos
- Branding
- Stationary Packages

### Marketing & Advertising

- Creative Design
- Print Collateral, including Presentation Folders & Brochures
- Print Advertising & Direct Mail
- Tradeshow Displays
- Interior and Exterior Signage
- Copywriting
- Photography

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