



# NEWS OF YOUTH

HOW OTHERS HELP • WHAT YOU CAN DO

## Helping Kids Identify Their Goals And Values

(NAPSA)—While the majority of kids ages 11-14 consider values to be “very important,” fewer than one in five spends a lot of time thinking about them, according to a national survey commissioned by Target Stores and the Tiger Woods Foundation. In fact, the majority of kids admit they need help figuring out both their goals and values.

A new program from Target Stores and the Tiger Woods Foundation may be just the thing kids need to feel more confident in these areas. Called “Start Something,” the free program helps kids to develop a set of core values through a series of character-building activities, like “promise to read for 20 minutes every day,” and “make a pledge to respect your body.” They advance through the program by completing activities at five different levels, and can qualify for a \$10,000 scholarship and a chance to meet Tiger at one of his golf clinics.

“Kids who enroll in Start Something learn that goals can be achieved by taking small steps, and that the power to make a difference in their lives or in the lives of others can be found within,” said Richard Gallagher, Ph.D., noted child psychologist and director of the Parenting Institute at New York University’s Child Study Center and a member of the Start Something Program Advisory Board. “These are lessons that Tiger himself had to learn, and through the program, he is able to share his



**Start Something, a new program supported by Target and the Tiger Woods Foundation, helps kids 11-14 develop their core values.**

knowledge with kids who have the same potential as he did at their age.”

Gallagher also mentioned that kids who participate in Start Something have the opportunity to become role models for their peers, gaining the confidence they need to impact their communities in a positive way.

To sign up for the program, kids can either fill out a registration card at any Target store, go to [www.target.com](http://www.target.com) or call 1-800-316-6141.

Start Something was inspired by Tiger Woods and his father, Earl, author of a book called *Start Something: You Can Make a Difference*. It is an example of the ongoing commitment Target Stores has to the community and to education. Today, Target gives back more than \$1 million a week to its local communities through grants and special programs.