

FOR IMMEDIATE RELEASE

How to raise a happy and resilient child from birth

With 1 in 8 children in the UK being diagnosed with a mental health problem * and many struggling with low self-esteem, children need more support than ever to navigate through life's challenges. A life dominated by screen-time and the need to be 'liked' has replaced meaningful relationship building, connection and most of all PLAY!

Launching this World Mental Health Day (October 10th), iGROWco™ Sprouts Affirmation Cards are the brainchild of Joy Marchese and Annabel Zicker, who recognised the need for a fun, practical tool, to help children become aware of themselves, explore their feelings and discover a sense of connection with the world.

"We are creating a global movement to inspire the next generation of mindful leaders. Teaching children to turn inward and unleash their personal power."

- Joy & Annabel

Whether read to babies whilst feeding, repeated by toddlers during playtime or read by children at bedtime, the practice of repeating positive daily affirmations, or 'MAGIC' words, inspires reflection and helps children to develop positive belief systems, values and confidence in their most formative years**. Older children are encouraged to repeat the affirmations themselves and consider examples for how they connect to their own lives.

"iGROWco affirmation cards encourage children to open their hearts and minds, to develop a sense of personal identity. A valuable tool for parents and teachers to invest in the mental wellbeing of their children."

- Sir Anthony Seldon



What makes iGROWco™ Sprouts Affirmation Cards essential for kids, parents and teachers?

- Each affirmation is firmly rooted in evidence based Positive and Adlerian Psychology.
- Designed with children to produce the most visually engaging and relevant content for kids from birth to pre-teens.
- Generous pack of 52 cards, centered around seven inclusive characters and relevant scenarios.
- Bonus 3 blank 'I AM' cards for children to design their own unique affirmations.
- ABC (Affirm . Breathe . Connect) each morning and evening as repetition is the key to their success.
- Children connect the affirmation to their lives by responding to the question on each card.
- Practical tips for grown-ups and children to get the most out of their card deck.
- Personalisable natural cotton bag.
- Free A-Z Affirmations poster download with every deck purchased.
- Digital deck donated to a nominated parent or teacher with every sale.



RRP: £24.95

Available from October 10th
Press enquiries please contact:
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About the Founders



Joy Marchese

is a mother, author, educator, entrepreneur, and wellbeing advocate. For over 20 years, Joy has worked with thousands of children, parents, teachers, and professionals around the globe, helping them to foster a happy and flourishing environment in the home, in schools, and in the workplace. Joy is the Co-Founder of iGROWco and Founder of Positive Discipline UK. With her combined passion and experience in parenting, education, professional development, and wellness, she offers a comprehensive look into the modern world of parenting, relationships, and personal and professional development.

Annabel Zicker

is a mother, speaker, entrepreneur, mindset coach and former finance professional. Annabel is the co-founder of iGROWco and founder of Wellbeing 360. She runs a specialist coaching practice working with professional women and mothers, as well as corporate programmes, talks and workshops. Annabel found her passion for helping others after suffering from severe exhaustion and burnout and has a special interest in the long-term implications of deep-rooted limiting beliefs and how these drive our daily actions and ultimately the course of our lives.

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