

Customized Books

for your organizations's marketing
and philanthropic programs

Watering Can Press has experience working with major corporations, non-profit organizations, sports franchises and community groups in utilizing our books as part of their marketing campaigns and philanthropic efforts.

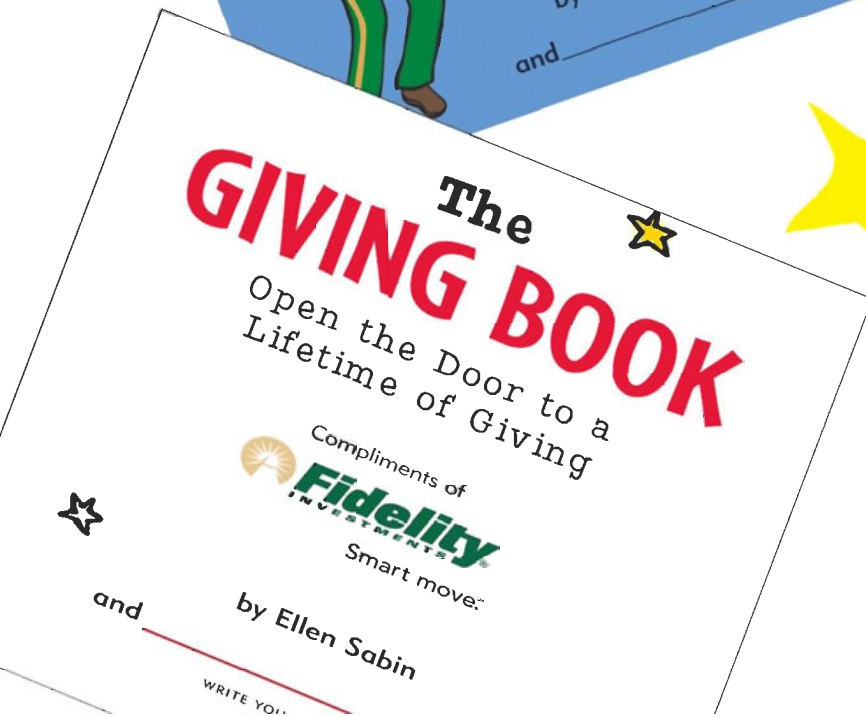
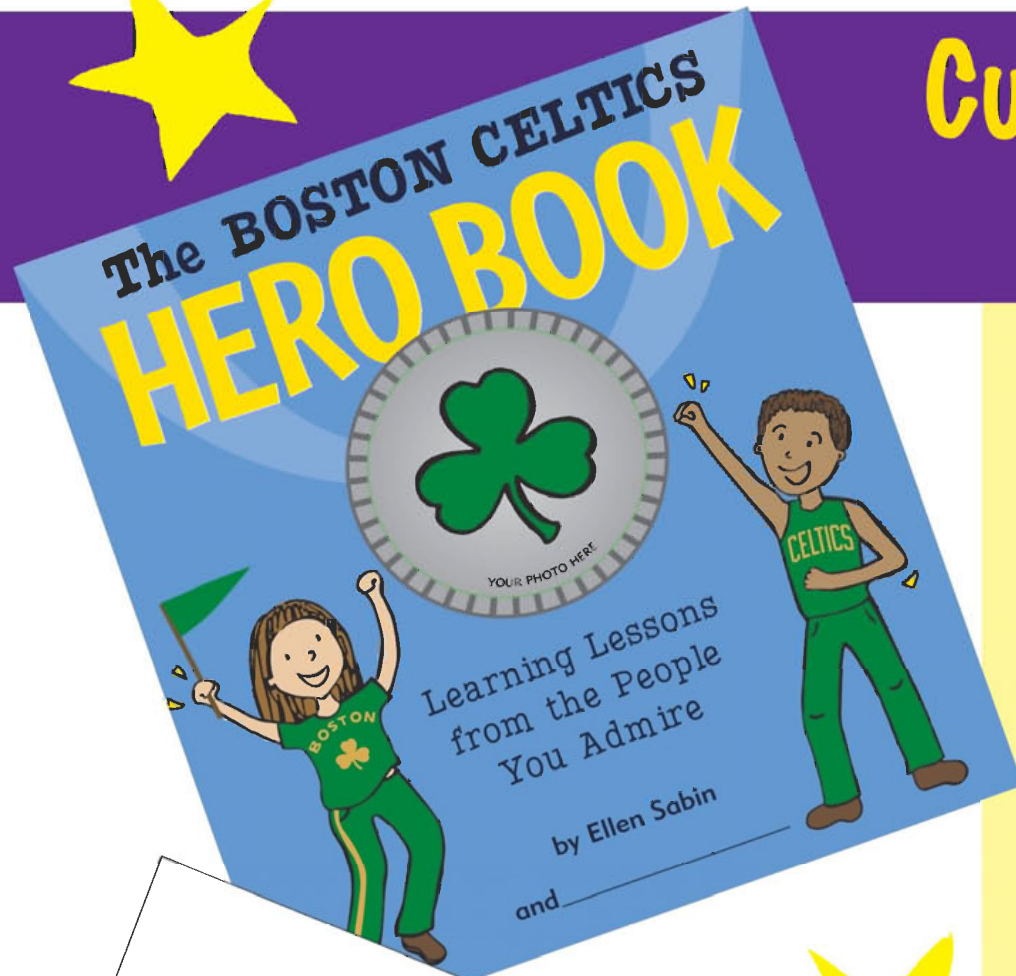
Customizing the books with your brand identity and/or important messages creates a perfect customer gift or promotional item. Our books' powerful character building lessons and interactive journal/scrapbook format make them items that will stay in the hearts and homes of their recipients for years to come.

There are several ways you can customize our titles to best fit your needs:

1. We can work with you to create stickers that tie into the design of the book and highlight your organization's identity, logo and/or key messages.
2. We can custom print an order of any of our books with your information printed in a prime location in the book (see example on left of branded cover page).
3. We can also incorporate your organization and your messages into the content of the book for a fully customized and integrated product (see example of *Boston Celtics Hero Book* cover to the left and sample spreads on the following pages).

Watering Can books have been recommended by leading parenting publications and news organizations and have been praised by children, parents, teachers and community leaders across the country. Contact us to find out how we can work with you to align your organization and your efforts with our inspiring products.

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The **CELTICS** Celebrate Heroes



You've already seen that heroes
can be found all around you...
in your family, in your community,
in history, and even in yourself.

Everyone picks role models for
his or her own reasons.



Turn the page to learn who some
of the **CELTICS** greats admire➔



THE CELTICS CELEBRATE HEROES

GLENN "DOC" RIVERS

"Growing up, my hero was Muhammad Ali because I always liked what he stood for—he was colorful, stood fast in his beliefs, and stuck to his guns. Although I personally didn't share the same religious beliefs, he held strong to his, and didn't care that he wasn't in the majority. He had a tremendous inner fight and drive, as well as the ability to rise to the occasion.

While I don't try to emulate Ali's colorful nature—just because that's not me—I do try to have the same drive and ability. I try to chase goals—that's who I would like to be and have been so far. I set a lot of goals, and don't let anything on the outside take away from that."

JOJO WHITE

"Without question my ultimate hero, and I didn't have to look very far, was my father, Rev. G. L. White. He set the tone...he set an example, he set the parameters and they were all based on what was best for his children. Being the youngest of seven, I got the distinct opportunity of seeing things sixth-hand. I had models within my sisters and brothers. But certainly the person at the helm, which was my father, was the one we all looked to for the most important advice on things like how to treat people, what the standards of excellence are, and what success is all about. All of those life lessons I learned and gained from my relationship with my father."

DENNIS JOHNSON:

"MY HERO IS MY OLDEST BROTHER, CHARLES. You see, at the early age of ten, he had both of his legs taken off below the knees by a train. Just to see him go on and make it through that, let me know that anything in life is, and should be, possible to do."

LARRY BIRD:

"MY HERO IS JOHN F. KENNEDY because he possessed exceptional leadership qualities and used his abilities to try to make a positive difference in the country and the world."