



MEDIA RELEASE

For Immediate Release – September 7, 2016

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YOU MATTER MARATHON – NO RUNNING REQUIRED

Movement aims to create positive connections among people with two simple words

(PHILADELPHIA) Is it possible that two words can change someone’s day, or even their life? While technology connects us more today than at any other time in history, many people feel more isolated than ever. The **You Matter Marathon** requires no running. Instead it requires making sincere, meaningful connections through the use of pre-printed cards with the words, “**You Matter**” printed on them. **You Matter** cards are no bigger than a business card and are meant to be shared with friends, family and even strangers, as a way to nurture community and affirm the value of all of us.

The **You Matter** movement is the brainchild of Cheryl Rice, of suburban Philadelphia. Rice is a leadership coach, speaker and author who was given a **You Matter** card by a colleague as encouragement for a project she was working on. “I was deeply touched and ordered some You Matter cards to share with family and friends,” said Rice. One day while at a supermarket checkout line, Rice overheard a customer talk about the difficulties her family was facing. Moved by this woman’s story, Rice approached her in the parking lot and gave her a **You Matter** card and a hug.

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“When the woman read the card’s two words, she began to cry,” said Rice. “And through her tears, she said, ‘You have no idea how much this means to me.’”

Rice will be launching the **You Matter Marathon** this week via social media and the Internet to encourage participation in the **You Matter Marathon**, which will begin November 1 in conjunction with a month where we typically give thanks for the blessings in our lives. The goal of the **You Matter Marathon** is to create and enrich positive connections by **collectively** sharing 10,000 **You Matter** cards from November 1 to November 30. Rice will give away 30 **You Matter** cards to the first 500 people who sign up at www.YouMatterMarathon.com.

Organizations and schools are also encouraged to participate. The Mt. Lebanon School District in Pittsburgh is participating in an effort to foster a sense community among its students, faculty, administration and those around them.

Once people sign up they will receive an email with details on how to receive their **You Matter** cards. They will also receive a weekly email bringing them into the **You Matter Marathon** community and sharing the following:

- The card-sharing mission for the week. For example, during Week 1, the mission is to give one card per day to a family member or a friend.
- Some powerful questions for reflection.
- Inspiring quotes for motivation.

Participants will also be invited to a private **You Matter Marathon** Facebook page, where experiences can be shared and the community can connect with each other.

Rice’s experience in the supermarket demonstrates that *telling* other people they matter really matters. To learn more visit www.YouMatterMarathon.com.

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About Cheryl Rice, founder of the You Matter Marathon

Cheryl Rice has been working with clients to improve individual, team and executive performance since 1990. Rice's speaking, seminar, and coaching clients include: Professional Women's Roundtable, Pfizer, Children's Hospital of Philadelphia, AstraZeneca Pharmaceuticals, Hospital of the University of Pennsylvania, Campbell's Soup, and the Wharton School of Business at the University of Pennsylvania.

Rice developed the You Matter Marathon as a way to create positive connections between people and communities via business cards printed with the words "You Matter." She has worked in the healthcare, financial services and technology industries and is the author of the memoir, *Where Have I Been All My Life? A Journey Toward Love and Wholeness*. Additionally, Rice's essays have appeared in the Philadelphia Inquirer, the Chicago Tribune, Cure Today, and Maria Shriver's blog entitled, Architects of Change.

Rice has a bachelor's degree in Psychology from Monmouth University, a master's degree in Counseling from the University of Pennsylvania and a master's degree in Organization Development from Pepperdine University. Additionally, Rice has earned her Professional Coach Credential and is an Applied Positive Psychology Practitioner. She has also taught classes in organizational change at local universities. To learn more visit <http://www.yourvoiceyourvision.com>.

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