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FOR IMMEDIATE RELEASE

CHARLIE'S THINKING CHEESE EXPANDS MOVEMENT OF KINDNESS TO LOCAL SCHOOLS

To the CEO of The Happy Company, Mark Juarez, "Back to School" means time for teacher appreciation.

In an effort to support the many hardworking, underappreciated individuals working in the California school systems, The Happy Company has begun an outreach program targeting Northern California schools.

As of August 24th, 2010, The Happy Company has shipped boxes of complimentary Charlie's Thinking Cheese 1st edition copies to more than 70 elementary schools, middle schools, junior high schools and high schools from Fresno to Sacramento. The gifts from The Happy Company are a personal effort on behalf of CEO Mark Juarez to aide often overworked, underfunded and underappreciated teachers in appreciating one another, nurturing their own spirits and infusing a renewed sense of hope in their work as a new school year begins.

It is Mark Juarez's belief that the smallest acts of kindness can change the world, and for those most influential individuals in the lives of our children - our teachers - only good things can come from being kind!

About the Author and The Happy Company

The Happy Company was founded in 1992 by Mark Juarez on the idea that 'All Is Possible!' and the hope to create a happier, healthier world. Juarez has been commended for his alternative work programs, his efforts to build community within the workplace and his ability to strike an optimal balance between profitable business management and social responsibility. You can find more information at www.thinkingcheese.com.

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For more information about Charlie's Thinking Cheese and Mark Juarez, please visit www.thinkingcheese.com. If you're a faculty member interested in complimentary 1st edition copies of Charlie's Thinking Cheese, please email charlie@thinkingcheese.com.