



**SUCCESS FOUNDATION PLEDGES TO  
DISTRIBUTE 10 MILLION COPIES OF NEW BOOK  
*SUCCESS for Teens***

Lake Dallas, Texas—Today’s teens face more challenges than ever before. More than a million teenagers drop out of high school each year; fewer than 65 percent are motivated to achieve; 70 percent feel they have don’t have planning and decision-making skills and fewer than 60 percent feel a sense of purpose.

In a sweeping campaign to positively impact today’s youth, the SUCCESS Foundation™ will distribute 10 million copies of *SUCCESS for Teens*™ to teenagers across the country. The book and audio CD are designed to provide teenagers with the tools, confidence and motivation to navigate obstacles and pursue their dream—starting today.

In teen friendly language, *SUCCESS for Teens* uses engaging exercises, action steps and stories from their peers to help teens embrace eight principles that will allow them to shape the futures they want:

- Little Things Matter
- Attitude Is Everything
- Use the Moment
- Everything Starts with Small Steps
- There’s No Such Thing as Failure
- Habits Are Powerful
- You’re Always Learning
- You Can Make Your Dreams Come True

“Our goal is to empower millions of teens by offering them hope,” says John Fleming, Executive Director, SUCCESS Foundation. “We believe that by clarifying goals, practicing small steps for success and accepting responsibility for your own future, anyone is capable of success.”

The SUCCESS Foundation was created in 2008 by Stuart Johnson, founder and CEO of Video Plus® Inc., a marketing communications company specializing in producing customized video, audio and print products for the direct sales industry. Video Plus publishes a number of magazines, including the recently relaunched *SUCCESS* and the newly-minted *SUCCESS for Women*. Both titles reach an affluent, highly accomplished, fast-track audience, largely comprised of small-business owners and entrepreneurs.

*SUCCESS for Teens* is available free to non-profit youth-development organizations, churches, schools and other groups that reach teens. To find out if your group qualifies or to order copies and download the audio CD, please visit us at [www. SUCCESSFoundation.org](http://www.SUCCESSFoundation.org). Individuals may purchase the book for \$6 a copy or \$50 for a case of 50 (shipping included) at [www.SUCCESSFoundation.org](http://www.SUCCESSFoundation.org).

“Whether it takes five months or five years, we are committed to delivering 10 million copies of *SUCCESS for Teens*,” adds Fleming.