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**CONTACT: KATHLEEN KENNEDY
CELL: 405.409.0897**

**CHARACTER COIN: NEW CONCEPT FOR PROMOTING THE POSITIVE IN
OTHERS; YOU CAN PASS IT ON**

Character Coin Recognition Ceremony to Honor Outstanding Owasso Recipients

(OWASSO, Oklahoma) What would happen if... we all focused on the positive instead of the negative? There is a lot of talk lately surrounding the topic of character. There are thousands of businesses, organizations, and schools participating in character programs. These programs are great, but one Owasso couple wants to turn the discussion into action and impact one person at a time.

Character Coin is the brainchild of Ken Grant and Melanie Hasty-Grant of Owasso. "We currently cut out articles from the local newspaper of community members doing great things, we laminate and mail them to the person with a personalized note of recognition and thanks," said Melanie Hasty-Grant. "Character Coin developed from wanting to have a more lasting impact," said Hasty-Grant.

Teachers, parents, and even managers have long used recognition and positive affirmation. The coin is a tool to help us all recognize the positive attributes of those we come in contact with on a daily basis. Imagine the positive catalyst that you can be in someone's life; now go make a difference, act.

"Earlier this year Rodney Ray, Owasso City Manager, and Gary Akin, Owasso Chamber President, challenged local business owners to find a way to create corporate, civic, educational partnerships to enhance the city of Owasso," said Ken Grant. "We took that to heart and combined a lifetime of professional and personal experiences and outlook into a coin that symbolizes whatever each of us value most in ourselves and others. You don't have to perform heroic acts to make a difference, you just have to be willing to recognize the good in others and share a coin as appreciation; sharing the story is then a testament of their good character and an inspiration to others," reflected Grant.

The goals of the coins are to catch someone doing something good and pass it on. You give them a coin and tell the person why you gave them the coin and tell them to pass the coin on to someone they catch doing something good. Then you record your story on the website: www.charactercoin.com.

"Eventually after the coins are being passed and stories are being logged in the website, we will select a few stories and run them on the website," said Grant. "Eventually, our hope is to combine the stories into a book; hopefully some of the stories will even expand well beyond Oklahoma, showing how one community can impact the world," said Grant.

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Businesses, corporations and organizations can get involved by sponsoring their own coins. "Our vision for the Character Coin is for companies and organizations to get behind the concept and sponsor the coins in their own communities," said Hasty-Grant. "Just like money exchanges hands, the Character Coins will be easily transferred, but with a more lasting impact than a monetary gift," said Hasty-Grant.

One of the other components of the Character Coin is a yearly recognition ceremony. "This is the opportunity to look back on all of the people who have contributed to the good of the community and publicly recognize them," said Hasty-Grant.

"We will be recognizing three categories of people who have demonstrated great character in the Owasso community. The three categories are youth, adult, and civil servant. This year we have outstanding winners and the recognition ceremony will be the kick-off event for the coins," said Hasty-Grant.

The Character Coin Recognition Ceremony will be held Wednesday, October 3rd outside of the main entrance to Owasso High School at 10:00a.m.

The 2007 Character Coin Youth award winner is the Owasso High School Student Council for their initiative during the flooding of the high school. The 2007 Character Coin Adult Award recipient is Steve Holleman. Steve, a baseball coach and community volunteer who exemplifies generosity for helping the senior adults within his church, First Baptist Church of Owasso. The Okalahoma Air National Guard is the 2007 Character Coin Civil Servant recipient. The men and women of the Oklahoma Air National Guard are being honored for representing loyalty, and determination while defending the United States in Iraq, during their recent deployment.

Supporting the Character Coin initiative and joining the ceremony will include: Owasso Mayor, Stephen Cataudella; Owasso City Manager, Rodney Ray; Owasso Public Schools Superintendent, Dr. Clark Ogilvie; and Owasso Chamber of Commerce President, Gary Akin.

For more information on Character Coin please contact Kathleen Kennedy at 405.409.0897.

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