

Proprietary Education/School & Youth Initiatives



Caring & Respect
For Others



Women Inspiring
a Nation



Safety Management
and Accident
Reduction Training



Balanced lifestyles &
lifelong fitness



These educational campaigns successfully integrated key brand benefits & attributes into school-based curriculum, providing value-added learning experiences and positive life lessons for youth in 3 very important domains:

in school,
at home and
in their communities

