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YEG KIDS NEWS is Canada's very first magazine with a mission to voice the concerns, ideas and creativity of our kids to the world around us. We believe it is essential to understand the views of our kids as their beliefs directly reflect the direction of our future.

Our magazine works as an essential tool to share unbiased and unfiltered content submitted by our local kids.

The most exciting part is that the majority of this magazine is content written and edited by the kids themselves which include interviews, fun questionnaires, creative business ideas, art work etc.

We hope this resource presents ideas and inspiration to both parents and children of our community! We would like to thank all of our sponsors for making this possible!

Feel free to contact us anytime at:  
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# The Lemonade STAND



**S**ad but true; the idea of a child entrepreneur is not widely validated and while there is no dearth of brilliant kids who have made significant amounts of money by selling a much needed product or providing a much needed service; adults just do not pay enough attention to kids with brilliant business ideas. But YEG Kids News wants to change that; we want to give your business idea the attention it deserves and that's why we have 'The Lemonade Stand' feature which is an integral part of our online magazine.

The Lemonade Stand feature of YEG Kids News is your chance to find your brilliant business idea enjoying a place of pride on our website. Being a 'Lemonade Stand' star on YEG Kids News is as easy as ABC if you are truly passionate about starting a business and have put much thought into working out how you want to run your business and the nature of services you wish to provide. Bearing in mind that we wish to give you a fair chance to tell us about your business plans; we have prepared a simple questionnaire for you to answer, that provides us with basic information about your business.

'The Lemonade Stand' feature of YEG Kids News is also a brilliant way to learn more from kids just like you; who

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have a great business idea and know just how to execute it. This is your chance to understand the motivating factors for kids who have brilliantly thought of a much needed product or service and have an entire plan in place to successfully sell their products or services. You could be our Lemonade Stand star ; but all you need is to be willing to learn from young entrepreneurs such as yourself, who are sure to have useful solutions on how to get a business off the ground.



We are committed to carefully studying every business plan sent in to YEG Kids News and our group of business experts are excited about the opportunity to select the

best young entrepreneurs from amongst you.

If your brilliant business idea gets you selected for our 'Lemonade Stand' feature; you get a prominent place on the YEG Kids News website which is free and valuable promotion for your business. So answer our questionnaire carefully and tell us about your

business. Keep your answers to the point and limit your input to one – two letter sized pages; if you wish to include pictures and diagrams. A brief essay followed by the answers to our questionnaire will do just fine. So get to it right away; we are waiting! Let's take a look at the brilliant ideas submitted to us on this issue:

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## From Crayons to Charcoal

by: Duaa Yasir

My name is Duaa Yasir, and I am a grade five student at Donald R Getting School. I came to Canada when I was four, and my baby brother Daniyaal was six months old. I am ten years old, and my brother is seven. I also have a new baby brother named Ahad; he is two months old. I go to an Art School called Canvastone Art Studio. My picture of the woods is a water paint.

Someday I hope to start an art gallery and be an artist as well.

### Interview:

Q. Did you like to color when you were little?

A. Yes. I liked to draw rainbows all

the time. I tried to use all of the colors.

Q. When did you pick up a pencil and start drawing?

A. I was in grade two, and I tried to make Kawaii characters.

Q. When did your parents realize that you had a great talent that was above average?

A. My parents always thought my art was good, and I could draw better than my dad. (ha, ha)

Q. When did you decide to take Art lessons?

A. My parents told me I could choose which after school class I wanted to take. I wanted to take Art Classes.

Q. How did you find your Art teacher?

A. My dad found her studio online.

Her name is Ms. Penny. We went to see her art studio, which is in her house. It is beautiful, and she calls it Cancastone Art Studio.

Q. How do you think your lessons have helped you with your love of art?

A. Ms. Penny showed me how to use new art skills and techniques. How to make realistic art, I am still learning.

Q. What subjects in school, besides art do you like?

A. Gum, science: because of the experiments. And French, even though I am not that good at it.

Thank you Duaa, your art is exceptional, and to think; you are only ten. We at YEG Magazine look forward to seeing more of your art over the next many years.

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## Music Still Important In School

by: Sophia Rose Hodges

Hi; my name is Sophia Rose Hodges, and I live on an acreage just a few minutes outside of Sherwood Park. We have potbelly pigs, chickens, four dogs, and two cats. I love animals, learning things, reading, writing, and MUSIC. I am going into grade four at Wye school. I love to do art, go camping, watch YouTube play with friends, and play the Ukulele. I take dancing at Dance Unlimited, and dancing helps me with my rhythm. When I grow up, I want to be a fashion designer and a part-time veterinarian.

I started playing the Ukulele in grade two, and I found I had a passion for the Ukulele ever since. I practice once a week in school at lunch recess. My music teacher is Dr. Boyer, and she is one of the best music teachers in the school system. If it weren't for her, I would not be playing the Ukulele, and playing this small instrument has helped me play the piano as well. Dr. Boyer created a Ukulele Club, and she knew that music was my passion, so she invited me, along with my best friend to join the club. I was very happy, so of course, I accepted. I have become very good at playing the Ukulele and I hope to continue even after I leave elementary school.



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## From Canada's First Birthday

by: AKASH SUDESH

AKASH SUDESH Akash graduated from grade six and is going to Junior High. At twelve, Akash has always been a great child with imaginative capabilities. His love of writing will take him in a new direction and help him shine with his unique ability. Akash has a love of his birth country, but for Akash, Canada is the greatest country.



There was a boy called Imru that lived in Bengaluru in India. He was a decent boy that was living a happy life. Imru at twenty-one decided to be a chemist, now twenty-four he had graduated at the top of his class and was ready to conquer the world.

“Man, I want to invent something and then just help the planet.” Imru thought while working on his computer. Ping, ping, the computer let Imru know he had an email.

“What is this?” he asked himself as he began to read. “Wow, a job offer, from London.” He said out loud to himself. “I need to tell my parents; they will be so excited about this incredible offer.”

“Mom, Dad, I just got an offer

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from London, but I have to leave immediately,” Imru said with excitement as he came out of his bedroom to share the good news.

“You must be careful in a big city like London. Promise me you will stay safe and pay attention to where you are going and who you go with.” Imru’s mother admonished.

“I have to book my ticket and make sure I have all of my stuff, I might be gone for a long time, and I’m not sure when I will get home.”

“I will drive you to the airport.” Imru’s father offered. “Make sure you don’t talk to strangers.

Keep to yourself, or you will worry your mother and me half to death.”

Once the flight was booked, and Imru had packed up his stuff along with his computer and research, the goodbys would begin.

He would be sad to leave his parents, but this was his big chance and something he had dreamed of ever since he decided to be a chemist.

“I will miss you, my son.”

His mother said as she put her arms around him and kissed him on the cheek.

“I will miss you and dad as well. We can facetime every day, and I promise I will be careful.”

Once at the airport, after having said his final farewells to his father along with a lot more advice, it was time to board the plane. He would sleep through the flight and arrive at his hotel late the next evening.

After picking up his luggage and asking for directions to his, hotel Imru was greeted by a gentleman who seemed very old. “May I take your luggage?” he asked

“No thank you, it is just a short distance, and I need the walk,” Imru explained, knowing that after the long flight a walk to his room pulling his luggage behind would be good for him.

Imru checked into his room and put his belongings away; it was time for him to lay down and get some sleep.

The next day would be a big one, and he wanted to be fresh and ready to tackle his new job.

## Chapter Two

Imru rented a car, and after getting instruction on how to get to his new job, he was pleased to find out that it was next to his hotel. For Imru, that was a good thing, driving in London would take time, and Imru was not looking forward to getting lost or tied up in traffic.

The receptionist at the front desk was expecting him. A man of around forty came out to greet him.

“Hi, welcome Imru. My name is Commander Smith, and I am the president of ‘The Company of Inventions.’ Let me show you to your office and help you get started.” Smith said as he walked Imru down a long hallway that had offices on either side, with employees that looked young.

“It would be nice to have some friends my age,” Imru thought as he settled into his office.

Once he went over his papers on a new invention he thought might work, Imru went into the lab.

There were at least a dozen men and women working at separate laboratory stations. He saw one that was empty and made sure he would have everything he needed.

“This is a great lab,” he thought as he went through the chemicals and Bunsen burners with a dozen tubes of every size.

Soon he was working on putting the chemicals and ingredients together to make what he hoped would be the next great invention. Just as he topped off the most substantial tube with his final compound, it exploded all over the wall. The purple goop slowly dripped down. Imru was afraid and excited. The purple goop looked exactly like he thought it would, even though it was now all over the wall. There was a pile of purple goop on the floor. “Wow, I will have to name this and add it to the chart of known chemicals and compounds,” Imru said while he tried to scoop some up.

“What the heck!” he said, pulling back his hand in surprise.

“Wow, my hand goes right through it and disappears. This purple goop is what I had hoped it would be. I think it is like a time travel liquid or a teleportation liquid. I know exactly what I want to do with this discovery.”

After letting Commander Smith know about his breakthrough and giving him the plans for a new invention, Imru went to work on

his latest project.

“This could change the world.” He thought as he worked on his plans.

It took many days to complete, and his project was top secret.

Today would be the day. Imru had decided he would go back in time to Canada’s time of Independence. He wanted to meet with Sir John A McDonald and see if he couldn’t influence the past to make a better future.

After meeting with the Prime Minister who seemed to have some concerns about England letting them be an Independent country, Imru agreed to take a letter to the Prime Minister of England. It was a request to be Independent, but still under British rule. But first, he would need to rest before starting up his time invention.

Swish! Emru was at the parliament in England. He got to have an ap-

pointment with the Prime Minister Edward Smith-Stanley, the 14th Earl of Derby. A man of middle age with a head of curly brown hair and colossal mutton chop sideburns; fashionable in their time, and a stern face. Sir John A MacDonald wanted assurance that if the province of Canada, now an Independent nation, were to be attacked by the Americans, would Britain come to their rescue.

“There was a time I thought we, the British, would have to go to war if the loyalist wanted to join the Americans, but it is good news to see that the new Prime Minister wants to stay loyal to Britain, so I might not attack.”

“Don’t do it. Canada has so much. It is a vast country, and they can claim so much more land with the backing of Britain.”

“Give me one reason why I shouldn’t land a British force on the shores of Canada and be ready to reclaim the land.”

“Canada is a peaceful place. The Royal Canadian Mounted Police keep the peace. Everyone welcomes you no matter where you come from, and they respect everyone’s different belief. The animals live peacefully alongside the people of the First Nations. And Canadians are very polite.”

“O.K. O.K., I agree. I was pulling your leg. And yes, Britain will always be a friend of Canada.” Said Britain’s Prime Minister.

It’s time to go. My invention was a success. I would have to go over my history book and see where else my help might be needed.” Thought Emru, knowing he had accomplished his goal.

“I guess the rest is history,” Emru said to himself laughing at his unique humor.



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## Grandma's Are Gold

by: Quin Donahue

At the start of summer, my Grandma Candi (we call her "Grammy"), came to visit us. She lives in Arizona, a state in the USA, so her visit wasn't a brisk walk to our house - more like a full day of planes, shuttles & automobiles! When she finally arrived here, we were all very excited to finally have her back in Canada, since we only see her a couple of times

throughout the year. Our Grandpa (we call him "Pa"), couldn't come because he had to oversee someone working on their house. Right now, she is currently living in our guest room, and she takes care of us when my Mom and Dad are at work.

I'll showcase some of the events:

One of the first things that we did (that I remember) is Millennium Place. We did a few things, such as

play a bit of badminton, play ping pong, and eat at the cafe inside. We didn't do as much as we usually do, but we still had fun.

When Grandma is here, we usually always go to Whyte Ave and walk around to the different shops and cafes. This year, we went to all of the usual shops and had a fun-filled lunch on the patio at Yanni's Restaurant, where we ate mountains of delicious Greek food and enjoyed watching all the people out-and-about on Whyte Ave.

Another event was the 15th Anniversary of our Parents, which we celebrated very recently with making cookies and celebrating with "champagne." It was fun to plan our event, and our Parents were amazed!

An event that is coming up is my birthday! I can't wait to celebrate it with everybody. Some other things I plan on doing with Grammy is getting lost in the Ikea building. Ikea is where I got my solar-powered robot two years ago, as well as some spices that we love to test in our kitchen.

It's always fun when Grammy comes. I enjoy getting to spend time with her, hear the stories of her childhood, watch movies, go on walks, and go out for ice cream! I hope she comes and stays with us next summer.



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## St. Albert Children's Festival of the Arts

by: YEG KIDS Reporter- Quinn Donahue

On June 1st, I got the opportunity to visit the St. Albert's Children's Festival of the Arts, and I had a great

time. We did many things, such as being amazed by a magician, learning the ways of the Cree, and watching the astounding Won'Ma Africa. There was so much to do and to see, and of course, to eat! Altogether, it was a fun trip, and I would certainly do it again.

The 1st thing that we saw on our journey through the Children's Festival was a juggling magician, known as Jaychun. He performed various magic tricks, such as making a glass ball float, creating ropes of equal length

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from unequal ropes, and more. When we asked him why he liked being a magician, he responded: "I love the sense of wonder that comes from the audience." He also said that the first act he ever did was, "Making a coin disappear" when he was 12 years old.

Also, on our way through the festival, we spotted a lady named 'Queen of Rationality.' Her act was that she could rationalize any side of an argument, and my mom and I had some fun with that.

Won'Ma Africa was after that. Everything that happened in Won'Ma Africa was absolutely outstanding. Actors were flying across the stage, balancing on others' heads, legs, and arms while traditional music was being played by a few people on stage. All of the people fell from a certain descent, and they had come to St. Albert to participate in the Children's Festival. They were comprised of men and women, the men being extremely strong, and the women being extremely flexible. Mostly from Guinea, they symbolize the strength, agility, and joy in the life



of the youth. After we had seen the play, we took photos with them and left briefly after.

As we were leaving the Won'Ma Africa act, we decided to head out to another

act. It was a traditional Cree dancer group, offering to share their knowledge in the Children's Festival. Black-foot was the main enemy to them, so they stole horses from them, vice versa. They also had many different

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dances to do, such as the Crowhop, the Chicken Dance, and the Round Dance. The Crowhop was a type of dancing where you would hop lightly and move around. This represented a butterfly, and it was done while a flute played. The other dance was the Chicken Dance, not the famous dance with funny music; it was a dance where you move and hop rapidly in an unpredictable manner. Many bells and a streak of feathers on the head were involved in this dance. After that dance, came the Round Dance, a dance of friendship in the Cree tradition. In the dance, every-

body holds hands and shuffles left foot first around in a circle. This was a lot of fun, and I think everybody enjoyed it.

There were so many food trucks that made it hard to choose what to eat. All of the food trucks were lined up from the entrance to the exit. Even thinking about that line of food trucks makes me hungry.

Going to the Children's Festival was a choice that I did not regret. Everything at the festival was colorful with life and joy. As the festival is called,

Festival of Children, many kids were running around and having a fun time, the same amount of fun that I was having. The City of St Albert must be [proud at how well the festival has done over the years

I loved the experience, and I hope that I will be able to go to the next festival. I also recommend that you should also go to it next year so that you can experience the acts, street performers, plays, and of course, the food! And if you come, see you there!



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## THE POWER OF TAKING INITIATIVE

by: Armand Kruger Cronje

My name is Armand Kruger Cronje, and I am a South African who along with his family landed in Canada in 2015. I am currently a grade eleven student at Salisbury Composite High School, where I am taking culinary studies with the plan of attending NAIT or another cooking school when I graduate. My love for cooking started back in South Africa.

I have a younger brother, and sister who are twins and keep me amused most of the time. My mother was the cook in the house as were most women, so it might have seemed unusual for a young boy to find cooking interesting, but for me, it was like a big science lab, only with better and more interesting ingredients and smells. Both my grandmothers were and still are a considerable influence in my life especially when it comes to cooking. (Don't say it out loud

but my mom is not the best cook in the world). My grandma would volunteer at a small eatery once a week, and I would go along. With a love of cooking, it did not seem strange to my family when I decided I would take up a cooking class at school, or that my part-time-job would be at a popular eatery.

Mr. Herbert Hess from Germany is my teacher from Salisbury Comp High School. He is strict which is fine because we are always doing something in his class. Most days he even wants me to help him prepare food for the next day during my spares. He taught me a lot about what it means to become a chef, running a restaurant, and what you must do to get to where you want to be. He explained the different kinds of chefs like sous chef, executive chef and so on. At school we bake cakes, make salads,



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soups, and burgers. We basically make something else everyday for the students in the school cafeteria.

At Joey's the 'Head Chef' is Michel Fontaine. He gave me the chance to work in a restaurant after I told him I'd be willing to start anywhere and work myself up. I started washing dishes and portioning out food. After a few months he moved me up to salad prep. Now I am a prep cook on weekends. During the week, I am a line cook, making appetizers for our customers and I really enjoy it.

Michel and my other two Sous Chefs, Ryan Charest, and Cassidy Adam have also taught me a lot. How to work with intensity, speed, knife skills. I know they will show me more and I am anxious to learn everything they are willing to share.

I like Michel, because he is strict and he doesn't take nonsense from anyone, he only lets perfect dishes leave the kitchen so if something is wrong, he will send it back so that we can fix it. He cares about the people that work there and I am learning a lot from him. Cassidy and Ryan will always be there to help me when I struggle or if I have any questions they can answer, and I am lucky to be working with these kind and supportive people.

To become a "Five Star Chef" I would have to enroll at a culinary arts school or a college with a highly ranked culinary arts program. I might undergo a training program in a "Five Star Restaurant" by way of an internship or apprenticeship. After all of that I would like to travel to other countries to learn their culinary favorites. Working in unique cities around the world, or on a cruise ships, would allow me to

travel, learn new cooking skills, at the same time.

Looking back at my life in South Africa I am thankful to my mother and grandmothers. Leaving was hard for my family and we had many setback's once we arrived in Canada. My parents are hard working and watching them overcome every obstacle set the stage for my future. At seventeen I am only a year away from becoming an adult. I know my background will allow me to see that it is up to me to set the course for my future.

My advice to you, the reader:

If you have a positive mindset to achieve your goals, you will be successful at the end. Opportunities are available but you must work hard and earn it.



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## BOYS IN THE BAND THE MELISIZWE BROTHERS



### Quin: How did you find out your singing voice or instrument that you liked?

Zac: Well, we found out that we liked music because our mom brought a keyboard from her friend at work and we started playing on it, and ever since then we have had a passion for music, and I love singing as well. When I was really small Marc was singing, and he did vocal classes at the time. We just all loved music as well as our parents.

Seth: Well, I found out that I loved music, of course when our mom brought home the piano as Zac said, Zac and I started to play on the keyboard that was brought home, and our parents recognized we loved music. Ever since then, our parents put us into musical classes. The rest is history. That is my story on how I found and fell in love with music.

Mark: I discovered music around the age of three. I remember how I used to sing a lot, and my mom would always ask me to sing all these different types of songs. The first one she asked me to play was actually "Who's Loving You?" by the Jackson 5, and when I performed it at our school tal-

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ent show, I realized that music was something that I loved to do and singing was a big part of it.

**Quin: How did you find your connection to the Jackson Five?**

Zac: We loved listening to the Jackson Five and playing their music, and Michael Jackson was a huge inspiration to us, and we look up to them in music as well when we are playing our instruments. And ever since we were small, we brought a connection to the types of genres that they were doing and people compare us to the Jackson Five and Michael Jackson because they see that there are three young boys playing instruments and singing, so we just thought that that's how it goes.

Seth: We feel a connection to the Jackson Five in our music because it's just something that is a significant connection to us because of our parents, our grandparents, and many generations from back then.

I feel as if it's a big connection because ever since we started listening to their music, it's was something natural to listen to. Their music stands out from everything else, and that's pretty much how we fell in love with their music because we saw that all the hard work they put into their music; it paid off, so people love us. People started to listen to Micheal Jackson's music, and they acknowledged him because of the hard work. Micheal has reached all around the world, so now we want to take that, and have the same effect. We want to make our own music, and we want to share it around the whole world so everybody can listen to our music and can acknowledge our hard work. That's a big, big connection to the Jackson Five.

Mark: Our connection to the Jackson Five came from our parents because our mom liked to listen to Stevie Wonder, Michael Jackson, and all that kind of Motown, soul stuff. When Zac and I were intro-

duced to soul music at a young age, I was four when she told me to sing "Who's Loving You?" and that's when I started to love Motown, Soul, Pop, and RNB, and that's when my connection started to show.

**Quin: What is your favorite Jackson Five song?**

Zac: My favorite Jackson Five song is "(I couldn't make it out, Alz-her?)" I love the message that the words convey and of course the beat and background music.

Quote: Music hath charms to soothe a savage beast,

To soften rocks or bend a knotted oak.

Congreve



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# Success

## Set your Vision Straight and Develop ideas which are 'achievable'

Children entrepreneurship is a term which has not yet found a proper place in the business guide of many entrepreneurs. However, at YEG Kids News, we provide you with excellent ideas about how to start your own business at a very early age. Even little ideas can come into reality if you can chase your dream of 'building your own empire'. Build your idea, focus on your vision, formulate your goals, and leap forward gradually to your ultimate end.

Setting your vision is important. Once you can set your sight on something achievable, you might soon find yourself in a position where it can be realized. Once realized, you should keep attention to the fact that your goals should be realistic and not be impossible because the latter mind demotivate you when trying to achieve the desired outcome. This doesn't mean that you should

always choose something which is 'easy-going'; rather, choose something difficult yet achievable.

## Write your Goals on Paper and Set Alternate Course of Actions

Research suggests that those entrepreneurs who 'write' goals, instead of just 'setting' goals in one's mind, can have much greater success ratio. Goals are not 'done', they are achieved. This suggests that you should keep daily track record of your activities. Activities which are plausible and constructive, no matter how time-consuming they might seem, should be pursued with great interest. What this does is that it builds your aptitude and sets your priorities straight on a routine basis.

Clear your mind of any ambiguities you might have regarding your business idea. Make a to-do list and set yourself in action to complete that list on a routine basis. Weigh the costs, or

energy, associated with each action and develop alternative course of action for each of your action. This is so done because if Plan A doesn't work, Plan B might work, and even if your Plan B doesn't work out the way you wanted, Plan C always works.

## Your little savings matter a great deal to your startup

One less hundred doesn't get you a hundred dollar note. Save some money right from early age till the time you have enough to get started with something. Do not shy away from doing even an odd job, if it gets you enough money to save some part of it at the end of every month. Build on your saving and buy something which gives you more than something you invested, in return. Develop a habit of saving money. This is something which is considered very difficult in today's business age, but if you look at some of the successful entrepreneurs around



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you, you can find at least a dozen examples. 'Self-made man' is a traditional term which is associated with this habit. There's no such thing as a self-made man, there is only money which makes you to be enough self-sufficient so you can invest in something which is substantial.

**Develop book-reading habit of successful people**

A research goes that a successful entrepreneur reads 60-70 books per year. This is a habit which gauges well with successful people. You can develop this habit by reading technology, science, business news of the week, and international business community related articles to start with. Once you get started with daily reading habit, you can further this by buying books on people which are highly successful.

For instance, read about how Elon Musk rose to the top, or how Mark Zuckerberg's idea turned into a reality, or, for that instance, how google has developed itself into a tech giant starting from a garage. This habit incorporates into your mental faculties and develops your potentialities in line with the modern business giants' conduct of their respective businesses.



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# Fun Fact

## Did you know

1. “Yahoo” is an acronym for “Yet Another Hierarchical Official Oracle.”
2. Apple’s iPad retina display is actually manufactured by Samsung.
3. Marvel Comics once owned the rights to the word “zombie.”
4. Cereal is the second-largest advertiser on television today, behind automobiles.
5. Google was originally called BackRub.




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# FINE SOME Inspiration

1. Joelle Joanie “JOJO” Siwa is quite business savvy. She has her own collection of hair bows and accessories at Claire’s, a line of juices ( JoJo’s Juice), JoJo dolls, and much more. Her net worth is \$12 million.
2. Sebastian Martinez has already spent two years working on his company, Are You Kidding, which sells specialty socks.
3. Lizzie Marie, a cooking empress since she was 6 years of age. She is the founder of Lizzie Marie Cuisine; a popular website featuring interesting recipes, blogs and videos which she developed with her parents’ assistance.



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# Entrepreneur's TRIVIA



1. Who was the founder of one of the biggest retailers in the world, Walmart?
2. According to Forbes, out of 100 most innovative America's leaders, how many are men?
3. Who is the most followed retailer on Instagram?
4. From where did the Pepsi get its name?
5. Who is the largest supplier of toys in the world?

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# QUIZ: IDENTIFY BUSINESS PERSONALITY



1. He is a South African-born American entrepreneur and businessman who founded X.com in 1999 (which later became PayPal), SpaceX in 2002 and Tesla Motors in 2003. Who is he?
2. He is an American technology entrepreneur and philanthropist and is known for co-founding and leading one of the biggest social networks today. He also co-founded and is a board member of the solar sail spacecraft development project Breakthrough Starshot. Who is he?
3. He is a computer engineer and the current CEO of Google Inc. Who is he?
4. Since founding Nasty Gal as an eBay store in 2006, selling vintage clothing, she has transformed the business into a multi-million dollar empire with their own clothing line that was named the "Fastest Growing Retailer" in 2012. Who is she?
5. In 1952, Sanders began franchising his chicken business. His first franchise sale went to Pete Harman, who ran a restaurant in Salt Lake City where "Kentucky Fried Chicken" had the allure of a Southern regional specialty. Who is he?

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# Test your General KNOWLEDGE



1. Which food item takes its name from the French for 'twice cooked'?
2. Of which planet is Phoebe a satellite?
3. What is the capital of Vietnam?

4. Which animal has the biggest eyes of any living creature?
5. What is the chief river of Ghana?

## Test your General Knowledge: Multiple Choice Questions

1. Which US state is further east: Ohio or Wyoming?
2. Which actor played James Bond in GoldenEye: Pierce Brosnan or Ian Fleming?
3. Which colour is produced by adding together yellow and cyan: Green or Orange?
4. What name is given to a Hindu prince ranking above a rajah: Maharaja or Seth?
5. What is a pashmina: A type of Shawl or a Shoe?

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# Attitudinal Healing and COVID-19

Lee Jampolsky, Ph.D.

Gerald Jampolsky, M.D. and Diane Cirincione-Jampolsky, Ph.D.

**“Fear can be the most virulent and damaging virus known to humankind.”**  
Gerald Jampolsky, M.D.

The above quote is from my 95-year-old father, a veteran of three wars, a Stanford trained physician/psychiatrist for close to seventy years including receiving the American Medical Association Excellence in Medicine, Pride in the Profession Award, and the World Health Organization (WHO) 60th Anniversary Award. I want to share how his lifework can help you mindfully navigate our current crisis of COVID-19. Via FaceTime, I spoke with Dad and Diane about their decades of work in Attitudinal Healing dealing with life-threatening disease and trauma in over 60 countries. What follows is a result of our discussion, along with reflections from my years of writing on Health Psychology. To inspire during this challenging time, I intersperse quotes from my father’s many books.

“Fear does not bring about positive change, and it is always a mistake to provoke fear in an attempt to help others.”  
Gerald Jampolsky, M.D.

Widely documented, long-term stress, fear, and worry, weaken our immune response. With the Coronavirus, in addition to the recommended physical precautions, it is essential to address the emotional reactions that can diminish us. At the heart of Attitudinal Healing, founded by my father, is the belief in the extraordinary ability of ordinary people to be of help to one another, and the idea that we have the power to choose our attitude in any given moment, regardless of circumstances. Our thoughts, attitudes, and judgments in response to COVID-19 can increase distress and inherently reduce our ability to stay healthy. During this crisis of the Coronavirus, Attitudinal Healing helps us not only cope with fear; it helps us become better people and more aware of our connection with one another.

“We can expand our sense of now, and

dissolve the fear in our minds.”  
Gerald Jampolsky, M.D.

Amidst COVID-19, every morning upon waking, I set my goal to bring more love into my life and the world rather than more fear. In essence, I remind myself that in the worst of times throughout history, some have chosen to act from love and compassion, focusing on what they can give under the direst circumstances. People such as my father teach us that in the face of illness and death, we can reduce suffering and even find moments of beauty and connection. Let them be our inspiration. Let them summon us now to reinterpret our fear to be a calling to be better, to be stronger, to serve the greater good.

“When viewed correctly, fear can be reinterpreted as our minds’ invitation to us to rise to a higher level of freedom. We are not being called to run away from danger but toward safety. And there is a world of difference between the two directions.”  
Gerald Jampolsky, M.D.

My father has devoted his life to helping others through similar challenges as we face today. From AIDS to children with catastrophic illness, community health to homelessness, hospitals to prisons, war to racism, Attitudinal Healing has helped; it is a cross-cultural method of healing based on the belief that it is not people or experiences outside of ourselves that cause us to be upset. Instead, it is our thoughts, attitudes, and judgments about what is happening that causes us distress. If not mindful, the fear and anxiety from COVID-19 can tear us apart and even increase our risk of infection. Still, there is another way, one that draws us together as never before: The goal to give and receive love and compassion during this most challenging time.

“It is frequently necessary to make a commitment to a specific goal even when the means for achieving it are not immediately apparent. This is a reversal of the customary logic of the world, and can be thought

of as ‘putting the cart before the horse.’”  
Gerald Jampolsky, M.D.

The late Len Brutacoe summed his experience of Attitudinal Healing in a way I could not say better, “The remarkable thing is that we have a choice every day regarding the attitude we embrace for that day ... I am convinced that life is 10 percent what happens to us and 90 percent how we react to it. So it is with all of us.” And so it is with COVID-19; 90 percent of where we end up--personally and globally--will be a result of our reactions stemming from our attitude over the next many months. To this end, below I have applied the 12 Principles of Attitudinal Healing to help us steer our attitude in a direction where we become a contributor to healing, reducing suffering, and making a positive difference in our life and the world during this challenging time. The original Principles appear in italics.

1. Use the time you may be at home or isolated to reflect on what matters most. Hourly sit quietly and breathe deeply, reminding yourself the essence of our being is love.

**“Safety lies in ‘We can.’ We always choose between that which affirms life [love] and that which merely denies it [fear].”**  
Gerald Jampolsky, M.D.

2. In the uncertainty surrounding the Coronavirus, experts say to stay calm, yet few of us know how. The key to staying calm is being mindful of the foundation of health and healing: Health is inner peace, healing is letting go of fear.

“To be free of fear requires only one thing: a goal that is itself not fearful.”  
Gerald Jampolsky, M.D.

3. Amidst the anxiety of others, do your best to find contentment, where you are, in this moment, with who you are with or alone, and remember giving and receiving are the same.

“Through our willingness to help others we can learn to be happy rather than depressed.”

Gerald Jampolsky, M.D.

4. Put worry in perspective by knowing we can let go of the past and of the future. When there is danger without a clear solution, a part of our mind looks ahead to preventing something terrible from happening. Though this has benefit, also remember to tune into the moment and how we can support one another today.

“True healing is a change of heart, not a change of circumstances, even though a change of circumstances may accompany it.”

Gerald Jampolsky, M.D.

5. In the chaos of the COVID-19 crisis, know that now is the only time there is and each instant is for giving.

“When we are centered on giving, we also receive, because our personal anxieties begin to dissipate from our thoughts. When we recognize that what is in the best interests of another is also of complete benefit to us, we gain inner tranquility, if only briefly, because for that moment we have left our personal hell behind.”

Gerald Jampolsky, M.D.

6. What is happening with COVID-19 is unprecedented in our lifetime, and tensions run high. Remember, we can learn to love ourselves and others by forgiving rather than judging.

“Love itself remains constant... Master the power of attitude and you'll live a powerful life.”

Gerald Jampolsky, M.D.

7. When the crisis of a lifetime falls upon us, we might focus on blaming and finding fault, creating division. Instead, we can become love finders rather than fault-finders, creating unity and the foundation for collaboration to find a solution.

“There is not a single thought that does not take us somewhere. That is why we must not leave our minds in a state of fear if we wish to walk toward health and peace.”

Gerald Jampolsky, M.D.

8. Too much exposure to the news and social media can create sleepless nights and tense days. Each day take time to remind yourself, we can choose and direct ourselves to be peaceful inside regardless of what is happening outside.

“It is not people or conditions outside ourselves that cause us to be upset. We are not victims of the world we see. Rather, what causes us conflict and distress is our own thoughts and attitudes about people and events.”

Gerald Jampolsky, M.D.

9. During this time of uncertainty, it is important to remember we are here to learn the power of love and compassion. We are all students and teachers to each other on this path.

“When we are occupied with helping another person, we do not experience fear... The essence of Attitudinal Healing is correcting the misperception that we are separate from each other.”

Gerald Jampolsky, M.D.

10. Few have gained lasting success at achieving a goal without first seeing it in their mind. Fear is magnified when we focus on soundbites of bad news or allow the fear and greed of other people to dominate our thinking. We can focus on the whole of life rather than the fragments and use the power of our imagination to see our way through this crisis.

“Through retraining of the mind we can learn to use positive active imagination. Positive active imagination enables us to develop positive, loving motion pictures in our minds.”

Gerald Jampolsky, M.D.

11. With the reality of people dying from Coronavirus, we face questions and fears about our mortality. Spend time each day contemplating the following: Since love is eternal, death need not be viewed as fearful.

“Wouldn't our lives be more meaningful if we looked to what has no beginning and no ending as our reality... Only Love fits this definition of the eternal.”

Gerald Jampolsky, M.D.

12. It is essential to know how to protect ourselves from the Coronavirus physically. Equally important is how we spiritually react, including how to react to the negative ways people may respond. We can always perceive others as either loving or fearful and giving a call of help for love.

“We are always expressing either Love or fear. Fear is really a call for help, and therefore a request for Love.”

Gerald Jampolsky, M.D.

In closing, I am most grateful for the teachings of my father. He has shown us all it is possible to live a life where each day, you strive to increase love and decrease fear, and you trust the profound outcome of doing so. From here, we know how to respond to the unprecedented crisis we face. If fear and doubt begin to take hold, remind yourself you are projecting yourself into a future full of possible catastrophes and scaring yourself. Instead, ask the question, “how is this moment?” Once we remind ourselves that we only ever have the present moment, what matters and our purpose becomes clear. It is true that with COVID-19, there are real dangers on the horizon, but even with this, there are opportunities to love, to give, to be grateful we are alive at this moment to give and receive tenderness and what matters most, love.

**“We can always learn from any situations we are currently involved in, no matter how undesirable it may first appear.”**

**Gerald Jampolsky, M.D.**



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