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Growing Sound Received the *Growth Educator Award* from the Mindset Works Organization

Cincinnati, Ohio: October 22, 2012 – Growing Sound, a division of Children, Inc., received the *Growth Educator Award* from The Mindset Works Organization, a national initiative to promote growth mindsets in children and to further the research of Dr. Carol Dweck at Stanford University.

Growing Sound develops educational children's music that help children learn and stimulates social, emotional development. Their products translate key findings from recent child development research into practical and entertaining educational music products for teachers, parents and children.

Mindset Works Organization unlocks human potential by equipping people with the growth mindset, the core belief that abilities and intelligence can be developed. It was co-founded by one of the world's leading researchers in the field of motivation, Stanford University professor Carol S. Dweck, Ph.D. and K-12 mindset expert Lisa S. Blackwell, Ph.D. The Organization translates psychological research into practical products and services to help students and educators increase their motivation and achievement.

Growing Sound received the *Growth Educator Award* for their album, *Tough Stuff*, a compilation of 13 songs based on the work of Dr. Dweck and other researchers on mastery motivation.

The title song, "Tough Stuff" encourages children to seek out challenging tasks. Another song, "Sometimes It Takes A Few Mistakes", helps children develop a growth mindset by associating mistakes with learning rather than failure. "I Keep On Going" urges persistence on task in the face of challenges. Another theme emphasized in the CD is the importance of reinforcing effort. The songs were created by award-winning songwriter David Kisor and the Growing Sound Research team. Growing Sound anticipates publishing the accompanying teachers' manual early in 2013.

For additional information or to set up an interview with a Growing Sound team member, please contact, Heather Gerker. 859.431.2075 ext.123, hgerker@gccme.org.