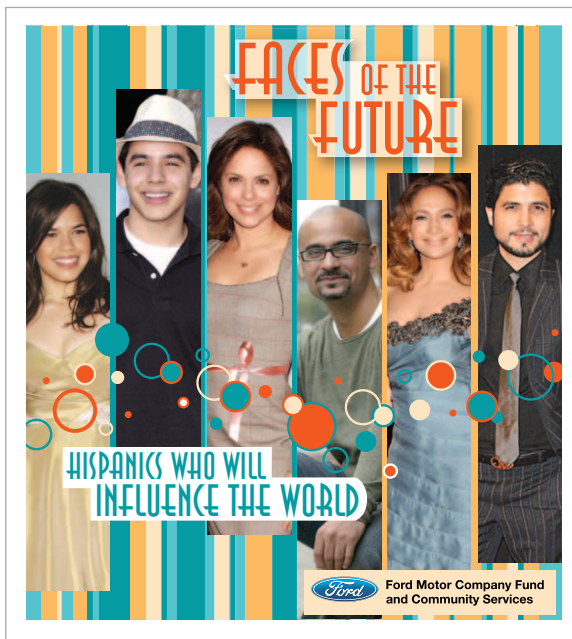


Featured Client

Michigan K.I.D.S. and Detroit Newspapers in Education



who they are:

Michigan K.I.D.S. is the non-profit umbrella and fund-raising organization for the educational programming of Detroit Newspapers In Education. The acronym of its name stands for "Knowledge and Information Delivered to Students." In a time of limited resources, it has become an indispensable source of educational materials for Detroit and Michigan schools. Michigan K.I.D.S., its partners and its sponsors provide special curriculum guides for teachers, themed educational sections for students and classroom posters that brighten and enlighten school instruction. The program also provides delivery of print and electronic newspapers to extend literacy instruction with contemporary texts.

what we do for them:

Hollister Kids is the education division of Hollister Creative and a custom creator of teaching and outreach materials for cultural institutions and Newspaper In Education programs. For more than 10 years, we have created award-winning educational programs and materials for Michigan K.I.D.S. and Detroit Newspapers In Education.

The programs have helped build academic skills, ethnic awareness and civic engagement, and have enabled Michigan K.I.D.S. to build valuable relationships with sponsors ranging from the philanthropic Ford Motor Company Fund and Community Services, to cultural institutions like the Detroit Science Center, to sports teams like the Detroit Tigers, Lions, Pistons and Red Wings. Hollister Kids is created a weekly, eight-page literacy supplement called Yak's Corner for Michigan K.I.D.S., sponsored by the Skillman Foundation.

why they like us:

"Hollister Kids is a valued partner of Michigan K.I.D.S. and Detroit Newspapers In Education. Working together we have created award-winning supplements, eye-catching educational posters and online resources that gain the respect of sponsors and accolades from teachers. "Our much-loved Yak's Corner mini-newspaper for ages 6-12, which had always been produced in prior years by editorial staff, had to be out-sourced due to editorial cutbacks. I knew that Hollister Kids could maintain the quality and Yak's local brand. Many colleagues, however, were surprised that we were still able to include compelling content about people and places in Michigan."

— Sharon Martin, Manager of
Detroit Newspapers In Education