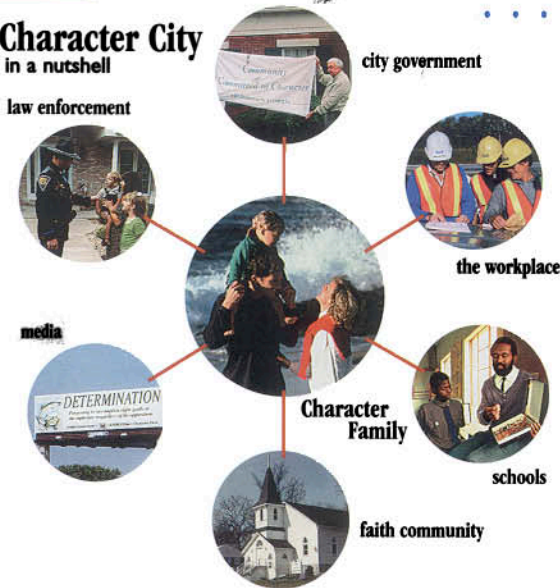


The goal of a Character City . . . *Building character in the family* . . . the most important thing we can do

Character City in a nutshell



What is the goal?

The reason to highlight character in the classroom, on the job, and through the media is simply to reinforce positive character in the family. A community is only as strong as its weakest family.

Family life has a lot more to do with success than most people realize. For example, if a man is successful on the job but abuses his wife and children at home, is he truly a success?

Home—the primary place our character is developed

- Character training begins in the home, whether it is deliberate or not—children learn by their parents' example.
- Family life provides an excellent forum for developing traits such as diligence, truthfulness, and orderliness on a daily basis.
- A person's true character is revealed in the home as it is nowhere else.

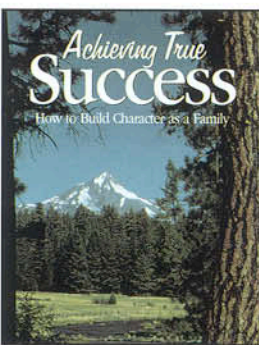
The Character Family is the core of a Character City. It is there, at the family level, that any lasting, positive societal change will occur.

When the family wins, the community wins!

Beautiful illustrations throughout

The Character Family book contains all 49 Character First!® qualities in one convenient location.

Each quality is accompanied by its antonym, definition, and an example from nature.



Each quality is amplified by specific applications for the home and rewards of practicing the quality.

The book also contains the story of the first official Character Family and how they made this idea work for them.

"I Will" statements help to break down a quality into practical commitments.

"Heroes of Character" make the qualities come to life!

Achieving True Success: How to Build Character as a Family

The Character Family book is a full-color, 64-page book designed as a tool to help family members develop character together. It includes a step-by-step outline of how to make character-building a team effort. Practical ideas and projects provide motivation for fulfilling responsibilities in the home and serving in the community. Each character quality is defined, illustrated, and applied to daily living. The Character Family idea is not meant to be an added burden to an already busy schedule. Rather, it presents a new perspective on daily life focused around developing positive character and, thereby, achieving true success!



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