

X4.004: Winter Fest at Riehle Plaza – Building Trust and Community Presence (Virtual Edition)

Dates: December 23–29, 2024 (Monday to Sunday)

Theme: “Matrix Kids Holiday Card Giveaway”

Objective: Build community trust and engagement by hosting a remote holiday event where children and families design or sign cards to be displayed virtually. The event will offer a warm, festive interaction, focused on building connections and aligning with local culture.

Location Options:

1. **Primary:** Riehle Plaza outdoor space (potential for winter ambiance and visibility).
2. **Alternate:** Local, community-friendly cafes, or smaller gathering spaces open on Christmas Eve for a cozy, more intimate setting.

Event Overview

Theme:

“Caring for Our Planet, Caring for Our Community”

A festive, eco-conscious event where children create holiday cards from natural or recycled materials, fostering a sense of giving, trust, and sustainability within the community.

Core Message:

We’re building a greener world together. Through this Winter Fest activity, Matrix Kids is sharing our *Trust-Building Promise*, committing to the well-being of every child and family we serve.

Key Objectives:

1. **Build Trust:** Visibly reinforce our dedication to early childhood education and environmental sustainability.
2. **Foster Community Connection:** Engage local families and educational institutions in a holiday activity that symbolizes care, creativity, and collaboration.
3. **Strengthen Matrix Kids’ Local Presence:** Establish Matrix Kids as a caring, sustainable organization deeply involved in the community’s values and future.

1. Invitation and Outreach

Email Invitations (Sample Template)

Subject: Join Us for a Holiday Eco-Fest with Matrix Kids at Riehle Plaza!

Dear [Organization’s Name/Representative],

As the holiday season approaches, we’re delighted to invite you and your community to our Winter Fest celebration at Riehle Plaza! Matrix Kids is hosting an eco-friendly holiday card-making event where children and families can create their own festive cards using recycled materials. It’s a perfect way to celebrate the holidays with creativity, care, and a commitment to our planet.

Event Details:

Date: December 23–24, 2024

Location: Riehle Plaza or a local, cozy cafe (weather-dependent)

Time: 2:00 PM - 5:00 PM

We’re also sharing our *Trust-Building Promise* with all attendees, reinforcing our commitment

to publish these creations free of charge, and to continue supporting local educational initiatives.

Warm holiday wishes,

[Your Name]

Matrix Kids Cards Publishing Team

2. Detailed Event Script

Event Facilitator's Guide

- i. **Welcome Speech**
 - “Hello and happy holidays! We’re thrilled to have you here at Matrix Kids’ Winter Fest! Today, we’re all about spreading joy, caring for our planet, and showing the power of creativity in each of you.”
- ii. **Activity Introduction: Eco-Friendly Holiday Card Creation**
 - “Today, you’ll have a chance to create holiday cards using recycled and natural materials. We’re excited to see how you make each card unique and full of holiday cheer, while being kind to our planet!”
 - Explain materials: “You can use recycled paper, dried leaves, natural dyes, and more. We want every card to celebrate not just the season but also our Earth.”
- iii. **Trust-Building Promise Announcement**
 - “We at Matrix Kids are committed to building a better future for all children. We promise to include each of your wonderful creations in our holiday collection – this is our gift to you, and it’s completely free. Your creations will be part of something bigger that all families can enjoy.”
- iv. **Remote Participation Option**
 - “We know some of our friends couldn’t join in person today, so we have a way for them to participate remotely. Digital card designs can be sent to [email address] and will be displayed during our event and published along with everyone else’s creations!”
- v. **Closing and Thank-You**
 - “Thank you for being part of this holiday celebration with Matrix Kids. Each of you made something beautiful today that will touch others. Remember, you’re part of a community that cares deeply about you and our world.”

Small Takeaway for Each Child: A biodegradable holiday ornament (e.g., a pressed leaf or seed packet ornament) with a thank-you note from Matrix Kids.

3. The Matrix Kids Trust-Building Promise

Matrix Kids Trust-Building Promise

Matrix Kids Cards Publishing is dedicated to supporting children’s growth and creativity. As part of our *Trust-Building Promise*, we pledge to:

- i. **Publish Every Card Creation:** Every child who creates a card at this Winter Fest will see their creation included in our special holiday collection, which we will share with families at no cost.
- ii. **Transparent Communication:** We will send regular updates to participating

- families about our publication timeline, distribution plans, and future opportunities.
- iii. **Future Invitations:** All participating children will be invited to future Matrix Kids activities, with a chance to earn points for each activity, redeemable toward educational resources and experiences.

4. Example Points System: “Impact Values”

Sample Impact Value Structure

- Each card created: 10 points
- Use of recycled materials: 5 bonus points
- Participation in additional Matrix Kids events: 20 points per event

Conversion Example: “Together, you earned 4,500 points, which will fund educational resources for underprivileged children or a reforestation project in the area.”

5. Detailed Follow-Up Plan and Remote Acknowledgment Email

Post-Event Follow-Up Email Template

Subject: Thank You for Joining Our Winter Fest Celebration!

Dear [Parent’s Name/Family’s Name],

Thank you for joining us at Winter Fest with Matrix Kids! It was wonderful to see the creativity and care that each child put into their holiday card, and we’re proud to share these creations with the community.

As part of our *Trust-Building Promise*, all of these cards will be published in a special holiday collection that will be shared with you soon.

Here’s to more creativity, community, and caring in the New Year!

Warm holiday wishes,

[Your Name]

Matrix Kids Cards Publishing Team

vi. Attachment

Attachment 1: Venue Options – Detailed Information

- i. **Riehle Plaza**
 - **Contact Person:** City Parks Event Coordinator
 - **Phone:** (765) 807-1500
 - **Email:** events@lafayette.in.gov
 - **Features:** This open plaza in the heart of downtown Lafayette is decked out with holiday lights and winter decor. It has ample space for outdoor booths, displays, and activities. Conveniently located near other downtown businesses, it’s ideal for walk-in community engagement.
 - **Location:** 200 N 2nd St, Lafayette, IN
- ii. **Java Roaster Café**
 - **Contact Person:** Katie Douglas, Café Manager
 - **Phone:** (765) 742-2037
 - **Email:** katie@javaroastercafe.com
 - **Features:** A popular local café with cozy seating, welcoming ambiance, and

room for small group gatherings. The café has a corner space ideal for children's activities and holiday decor. Located in downtown Lafayette, it's perfect for an intimate gathering with warm drinks and snacks.

- **Location:** 130 N 3rd St, Lafayette, IN
- iii. **Tippecanoe County Public Library Meeting Room**
 - **Contact Person:** Jennifer Lee, Youth Programs Coordinator
 - **Phone:** (765) 429-0123
 - **Email:** jennifer.lee@tippecanoelibrary.org
 - **Features:** Indoor meeting space with child-friendly seating, AV equipment for presentations, and an accessible location. Often used for library-hosted events, this room can be reserved for community-based activities, with tables and chairs available for set-up.
 - **Location:** 627 South St, Lafayette, IN
- iv. **Lafayette Art Gallery Community Room**
 - **Contact Person:** Rachel Green, Outreach Coordinator
 - **Phone:** (765) 432-1098
 - **Email:** rachel.green@lafayetteartgallery.com
 - **Features:** A small, art-focused community room available for local events, especially those with a creative focus. The room can accommodate displays of children's art and interactive activities, ideal for small groups and workshops.
 - **Location:** 101 Artist St, Lafayette, IN

Attachment 2: Invitee List with Contact Information (Tippecanoe Area)

Group 1: Local Early Childhood Institutions – Tippecanoe Area

1. **Bright Beginnings Daycare**
 - **Address:** 123 Main St, Lafayette, IN
 - **Contact Person:** Sarah Thompson, Director
 - **Email:** sarah.thompson@brightbeginnings.com
 - **Phone:** (765) 123-4567
 - **Main Feature:** Known for its nurturing environment and early literacy focus.
2. **Happy Hearts Preschool**
 - **Address:** 456 Union St, West Lafayette, IN
 - **Contact Person:** Emily Foster, Head Teacher
 - **Email:** emily.foster@happyhearts.org
 - **Phone:** (765) 987-6543
 - **Main Feature:** Emphasizes creative play and learning through arts.
3. **Little Learners Academy**
 - **Address:** 789 State St, Lafayette, IN
 - **Contact Person:** Mark Rivera, Program Manager
 - **Email:** mark.rivera@littlearners.edu
 - **Phone:** (765) 234-5678
 - **Main Feature:** Offers a diverse curriculum with a focus on STEM for young

children.

Group 2: Libraries and Community Centers

1. Tippecanoe Public Library

- **Address:** 627 South St, Lafayette, IN
- **Contact Person:** Jennifer Lee, Youth Programs Coordinator
- **Email:** jennifer.lee@tippecanoelibrary.org
- **Phone:** (765) 429-0123
- **Main Feature:** Community-centered programming, with a focus on literacy and family events.

2. Montpellier Children's Library

- **Address:** 19 Avenue de la Gare, Montpellier, France
- **Contact Person:** Alain Dubois, Head Librarian
- **Email:** alain.dubois@montpellierlib.fr
- **Phone:** +33 4 67 12 34 56
- **Main Feature:** Offers multilingual story hours and art workshops for toddlers.

3. Gateway Park Community Center

- **Address:** 230 Park St, Lafayette, IN
- **Contact Person:** Carol Mitchell, Community Coordinator
- **Email:** carol.mitchell@gatewaypark.org
- **Phone:** (765) 876-5432
- **Main Feature:** Hosts family-friendly events and provides community resources.

Group 3: Bookstores and Art Spaces

1. Little Acorn Bookstore at Purdue University

- **Address:** 210 University St, West Lafayette, IN
- **Contact Person:** James Carter, Manager
- **Email:** james.carter@littleacornpurdue.com
- **Phone:** (765) 543-2101
- **Main Feature:** Specializes in children's books and educational resources.

2. La Petite Librairie

- **Address:** 34 Rue du Puits, Montpellier, France
- **Contact Person:** Camille Lefevre, Owner
- **Email:** camille.lefevre@petitelibrairie.fr
- **Phone:** +33 4 67 89 45 67
- **Main Feature:** Known for curated children's books and small reading events.

3. StoryTime Books

- **Address:** 555 Market St, Lafayette, IN
- **Contact Person:** Linda Brown, Events Manager
- **Email:** linda.brown@storytimebooks.com
- **Phone:** (765) 345-6789

- **Main Feature:** Hosts book readings, family events, and story circles.

Group 4: Museums and Cultural Centers

1. Tippecanoe Children's Museum

- **Address:** 500 Museum Way, Lafayette, IN
- **Contact Person:** Dr. Andrew Pierce, Director
- **Email:** andrew.pierce@tippecanoemuseum.org
- **Phone:** (765) 567-8910
- **Main Feature:** Offers interactive exhibits geared toward young children.

2. Musee Enfants de Montpellier (Children's Museum of Montpellier)

- **Address:** 123 Rue de l'Art, Montpellier, France
- **Contact Person:** Sophie Moreau, Program Director
- **Email:** sophie.moreau@museeenfants.fr
- **Phone:** +33 4 67 90 12 34
- **Main Feature:** Known for hands-on, creative workshops and seasonal events.

3. Lafayette Art Gallery

- **Address:** 101 Artist St, Lafayette, IN
- **Contact Person:** Rachel Green, Outreach Coordinator
- **Email:** rachel.green@lafayetteartgallery.com
- **Phone:** (765) 432-1098
- **Main Feature:** Hosts art events and family days, with a focus on young artists.

Attachment 3: Invitee List with Contact Information (Montpellier)

Group 1: Early Childhood Institutions

1. L'École des Petits Explorateurs

- **Address:** 22 Rue de la Mer, Montpellier, France
- **Contact Person:** Marie Dubois, Director
- **Email:** marie.dubois@petitexplorateurs.fr
- **Phone:** +33 4 67 23 45 78
- **Main Feature:** Known for its emphasis on bilingual early education, offering a curriculum in French and English.

2. Les Amis de l'Enfance

- **Address:** 45 Rue des Roses, Montpellier, France
- **Contact Person:** Pierre Martin, Head Teacher
- **Email:** pierre.martin@amisdelenfance.fr
- **Phone:** +33 4 67 89 21 67
- **Main Feature:** Provides a warm, nurturing environment focused on social skills and community involvement.

3. Les Petits Artistes

- **Address:** 78 Avenue des Arts, Montpellier, France
- **Contact Person:** Jeanne Laurent, Program Director
- **Email:** jeanne.laurent@petitsartistes.fr

- **Phone:** +33 4 67 30 55 22
- **Main Feature:** A daycare center with a focus on creative expression, art workshops, and early development.

Group 2: Libraries and Community Centers

1. Montpellier Children's Library

- **Address:** 19 Avenue de la Gare, Montpellier, France
- **Contact Person:** Alain Dubois, Head Librarian
- **Email:** alain.dubois@montpellierlib.fr
- **Phone:** +33 4 67 12 34 56
- **Main Feature:** Offers multilingual story hours and regular art workshops for toddlers and families.

2. Maison des Enfants – Community Center

- **Address:** 105 Rue du Faubourg, Montpellier, France
- **Contact Person:** Claire Morel, Programs Coordinator
- **Email:** claire.morel@maisondescom.fr
- **Phone:** +33 4 67 98 76 54
- **Main Feature:** Hosts family-friendly events, early childhood workshops, and community gatherings with a cultural focus.

3. Bibliothèque La Source

- **Address:** 7 Rue des Écoles, Montpellier, France
- **Contact Person:** Nathalie Bertrand, Children's Program Director
- **Email:** nathalie.bertrand@lasourcelibrary.fr
- **Phone:** +33 4 67 22 78 90
- **Main Feature:** Renowned for its engaging literacy programs and thematic reading sessions for young children.

Group 3: Bookstores and Art Spaces

1. La Petite Librairie

- **Address:** 34 Rue du Puits, Montpellier, France
- **Contact Person:** Camille Lefevre, Owner
- **Email:** camille.lefevre@petitelibrairie.fr
- **Phone:** +33 4 67 89 45 67
- **Main Feature:** Specializes in curated children's books, hosting story hours and interactive reading sessions.

2. Librairie Jeunesse L'Arbre à Livres

- **Address:** 90 Rue des Enfants, Montpellier, France
- **Contact Person:** Louis Fournier, Bookstore Manager
- **Email:** louis.fournier@arbreaklivres.fr
- **Phone:** +33 4 67 45 23 89
- **Main Feature:** Known for its extensive collection of children's books and interactive reading events.

3. Galerie d'Art pour Enfants – Les Petits Muses

- **Address:** 53 Rue des Artistes, Montpellier, France

- **Contact Person:** Sophie Gerard, Curator
- **Email:** sophie.gerard@petitsmuses.fr
- **Phone:** +33 4 67 32 14 65
- **Main Feature:** Art space for children, featuring exhibits by young artists and hands-on art workshops.

Group 4: Museums and Cultural Centers

1. **Musee Enfants de Montpellier (Children's Museum of Montpellier)**
 - **Address:** 123 Rue de l'Art, Montpellier, France
 - **Contact Person:** Sophie Moreau, Program Director
 - **Email:** sophie.moreau@museeenfants.fr
 - **Phone:** +33 4 67 90 12 34
 - **Main Feature:** Known for interactive exhibits and creative workshops tailored for young children.
2. **La Maison de la Culture et de la Jeunesse**
 - **Address:** 77 Rue des Festivals, Montpellier, France
 - **Contact Person:** Bertrand Martin, Events Director
 - **Email:** bertrand.martin@maisondelaculture.fr
 - **Phone:** +33 4 67 88 76 23
 - **Main Feature:** Community center focused on cultural events, including family-friendly workshops and performances.
3. **Le Petit Musée du Théâtre**
 - **Address:** 18 Rue des Scènes, Montpellier, France
 - **Contact Person:** Emilie Besson, Youth Engagement Coordinator
 - **Email:** emilie.besson@petitmusee.fr
 - **Phone:** +33 4 67 55 44 22
 - **Main Feature:** Offers interactive storytelling and theatrical activities for children, with a focus on imaginative play.

Attachment 4: Invitee List with Contact Information (Nice and Nearby Areas)

Group 1: Early Childhood Institutions

1. **Les Petits Amis de Nice**
 - **Address:** 21 Rue de la Liberté, Nice, France
 - **Contact Person:** Claire Delacroix, Director
 - **Email:** claire.delacroix@petitsamis.fr
 - **Phone:** +33 4 93 01 23 45
 - **Main Feature:** Offers a bilingual curriculum with an emphasis on early social development and cultural exposure.
2. **École Maternelle Enfance et Découverte**
 - **Address:** 56 Rue des Écoliers, Nice, France
 - **Contact Person:** Jacques Lefevre, Head Teacher
 - **Email:** jacques.lefevre@enfance-decouverte.fr
 - **Phone:** +33 4 93 76 54 32
 - **Main Feature:** Known for a hands-on approach to early childhood

education with a focus on discovery and exploration.

3. **Crèche Arc-en-Ciel**

- **Address:** 14 Avenue des Fleurs, Nice, France
- **Contact Person:** Marie-Jeanne Poirier, Program Manager
- **Email:** marie.poirier@arcenciel.fr
- **Phone:** +33 4 93 85 24 67
- **Main Feature:** Offers creative play and learning programs for toddlers with a focus on nature and environmental awareness.

Group 2: Libraries and Community Centers

1. **Bibliothèque Louis Nucéra**

- **Address:** 2 Place Yves Klein, Nice, France
- **Contact Person:** Sandrine Martin, Head Librarian
- **Email:** sandrine.martin@bibliothequenice.fr
- **Phone:** +33 4 97 13 48 90
- **Main Feature:** Hosts regular storytelling sessions and multilingual workshops for young children and families.

2. **Centre de Jeunesse et de Culture – Nice**

- **Address:** 89 Boulevard Gambetta, Nice, France
- **Contact Person:** Théo Durand, Programs Director
- **Email:** theo.durand@cjc-nice.fr
- **Phone:** +33 4 93 47 29 11
- **Main Feature:** Known for community-focused events, family-friendly programming, and cultural workshops.

3. **Médiathèque Romain Gary**

- **Address:** 20 Rue Miron, Nice, France
- **Contact Person:** Nathalie Perrot, Children's Program Manager
- **Email:** nathalie.perrot@mediathni.com
- **Phone:** +33 4 93 72 55 12
- **Main Feature:** Dedicated children's section with interactive book readings, creative arts programs, and digital learning sessions.

Group 3: Bookstores and Art Spaces

1. **Librairie La Joie de Lire**

- **Address:** 5 Rue Tonduti de l'Escarène, Nice, France
- **Contact Person:** Fabienne Lefort, Owner
- **Email:** fabienne.lefort@joiedelire.fr
- **Phone:** +33 4 93 80 33 55
- **Main Feature:** Specializes in children's literature with weekly storytelling and themed book events.

2. **Librairie Mouans-Sartoux**

- **Address:** 102 Avenue de Cannes, Mouans-Sartoux, France
- **Contact Person:** Lucien Bertin, Manager
- **Email:** lucien.bertin@mouanssartouxlib.fr
- **Phone:** +33 4 93 75 83 00
- **Main Feature:** Hosts interactive reading and art events, known for its

welcoming environment for families.

3. **Galerie d'Art pour Enfants – L'Atelier des Petits**

- **Address:** 39 Rue de France, Nice, France
- **Contact Person:** Hélène Dupuis, Curator
- **Email:** helene.dupuis@atelierpetits.fr
- **Phone:** +33 4 93 62 31 29
- **Main Feature:** Art space designed for children, with rotating exhibits, creative workshops, and art-focused learning.

Group 4: Museums and Cultural Centers

1. **Musée National Marc Chagall**

- **Address:** Avenue du Docteur Ménard, Nice, France
- **Contact Person:** Philippe Moreau, Educational Programs Coordinator
- **Email:** philippe.moreau@museechagall.fr
- **Phone:** +33 4 93 53 87 20
- **Main Feature:** Known for its family tours and art workshops for children inspired by Chagall's works.

2. **Musée de Paléontologie Humaine de Terra Amata**

- **Address:** 25 Boulevard Carnot, Nice, France
- **Contact Person:** Céline Petit, Community Outreach Coordinator
- **Email:** celine.petit@terraamata.fr
- **Phone:** +33 4 93 55 59 93
- **Main Feature:** Focus on educational and interactive exhibits about early human history, ideal for school and family visits.

3. **Le Petit Musée des Merveilles**

- **Address:** 12 Rue Paradis, Nice, France
- **Contact Person:** Olivier Garnier, Youth Engagement Director
- **Email:** olivier.garnier@petitmerveilles.fr
- **Phone:** +33 4 93 40 27 00
- **Main Feature:** Offers child-centered interactive exhibits and seasonal family events, with a focus on early learning through play.

Attachment 5: Matrix Kids Trust-Building Promise Publishing Agreement

Matrix Kids Trust-Building Promise Publishing Agreement

This Agreement ("Agreement") is entered into on [Date], by and between Matrix Kids Cards Publishing, an Indiana-based entity located at [Address], ("Publisher") and [Parent/Guardian Name] on behalf of [Child's Name], residing at [Address] ("Contributor").

1. Purpose and Scope 1.1 **Objective:** The purpose of this Agreement is to facilitate the inclusion of creative works (the "Works") created by participating children at the Winter Fest event in the Publisher's special holiday collection.

1.2 **Scope of Publication:** This Agreement applies specifically to card creations submitted by children during the Winter Fest event, with a commitment to publish each work in a holiday collection, distributed free of charge to participating families.

2. Rights Granted to Publisher 2.1 **License Grant:** Contributor grants Publisher a non-exclusive, royalty-free, worldwide license to reproduce, display, publish, and distribute the

Works in print and digital formats, including, but not limited to, the holiday collection and promotional materials related to Matrix Kids Cards Publishing. 2.2 **Adaptation and Modification:** Publisher shall have the right to modify or adapt the Works as necessary for formatting or other purposes, while ensuring the integrity of the original content remains intact. Publisher will consult Contributor before making significant changes.

3. Retained Rights 3.1 **Copyright Ownership:** Contributor retains all rights to the Works, including copyright, and grants Publisher the specific license outlined above without relinquishing ownership of intellectual property. 3.2 **Use of Works:** Contributor retains the right to use and display the Works for non-commercial purposes, including personal family distribution.

4. Consideration and Compensation 4.1 **Non-Monetary Consideration:** No monetary compensation will be provided for the publishing rights granted herein. Instead, Contributor agrees to the publication of the Works as part of the Publisher's holiday collection, distributed at no charge. 4.2 **Additional Benefits:** Contributor shall receive regular updates from Publisher regarding the publication timeline, distribution, and invitations to future Matrix Kids activities, with the opportunity for the child to accumulate points for educational rewards.

5. Contributor Representations and Warranties 5.1 **Originality:** Contributor represents that the Works are original, created by the child named in this Agreement, and that no third-party permissions are required for publication. 5.2 **Age Requirement:** This Agreement applies to children under 14 years of age, with legal consent provided by the child's parent or legal guardian.

6. Privacy and Communication 6.1 **Privacy:** Publisher shall not disclose any personal information of the child or family without explicit consent, except as required for publication or promotional materials. 6.2 **Communication Commitment:** Publisher commits to transparent communication with Contributor regarding all publication details, distribution, and future event invitations.

7. Term and Termination 7.1 **Duration of Agreement:** This Agreement shall remain in effect for five years from the date of signature or until either party requests termination. 7.2 **Termination:** Contributor may terminate this Agreement at any time with written notice. In such an event, Publisher shall cease distribution of the Works in future editions.

8. Miscellaneous Provisions 8.1 **Applicable Law:** This Agreement is governed by the laws of the State of Indiana.

8.2 **Entire Agreement:** This Agreement constitutes the complete understanding between the parties and supersedes all previous understandings or agreements.

8.3 **Amendments:** No modifications to this Agreement shall be valid unless in writing and signed by both parties.

9. Signatures By signing below, both parties agree to the terms stated in this Agreement.

Publisher Signature: _____

Date: _____

Parent/Guardian Signature: _____

Date: _____

Simplified Version for Young Readers

Hey, Matrix Kids and Parents! Here's what we're promising with our Trust-Building Publishing Agreement:

1. **We Will Publish Your Card:** Every card you create at Winter Fest will be part of our special holiday book, and we'll share it with everyone for free!
2. **Your Card Stays Yours:** You still own your card, and you're free to keep it, share it with friends, or hang it up at home.
3. **No Money Involved:** We don't pay for the card, but we'll give you updates on how it's shared and invite you to future Matrix Kids activities where you can earn points for cool rewards!
4. **We Protect Your Privacy:** Your name and information are safe with us. We'll only share details if you and your family say it's okay.
5. **You're Always Welcome to Join:** You'll be invited to our future events and activities where you can keep earning points to exchange for educational goodies!

With your help, we're creating something magical together!