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AWARD-WINNING AUTHOR AND EDUCATOR TO SPEAK
AT FRAMEWORKS FUNDRAISER

TAMPA, Fla. (February 22, 2017) – Frameworks of Tampa Bay, Inc. announces the keynote speaker for the 2017 Head and Heart Awards Luncheon, Michele Borba. Borba is an author, educator and parenting, child development and bullying expert. The event will be held on April 20 at noon at the TPepin’s Hospitality Center located at 4121 N 50th St. Tampa, FL. Early bird tickets are available for \$50 through February 29 and will then increase to \$65. Tickets and sponsorship information can be found at <http://myframeworks.org/head-and-heart-awards-luncheon/>.

Borba believes that in a social media-saturated society, the obsession with snapping “selfies” and living a virtual life has resulted in the Selfie Syndrome, which has led to an empathy crisis in youth. Today’s teens are 40% less empathetic than just generations ago and narcissism has increased 58%

In her book “UnSelfie: Why Empathetic Children Succeed in Our All-About-Me World,” Borba presents new research that explains how to impart empathy to kids and how it paves the way for future happiness and success. She explains how caring about others isn’t simply about playing nice; it’s a skill that is vital for children’s mental health, leadership skills and continued well-being. She offers audiences practical skills to raise children with compassion, courage and conviction to become social change makers.

Frameworks seeks to help children, teens and adults learn the importance of understanding and sharing the feelings of another. By equipping youth with these skills, Frameworks helps them more effectively handle life challenges and succeed in academic, social and professional environments.

“Social and emotional learning is critical to the development of the ‘whole child’ and ‘whole adult,’ ensuring their positive development and success in life,” says Amanda Page-Zwierko, Executive Director of Frameworks of Tampa Bay. “We are excited to announce this year’s keynote speaker, Dr. Michele Borba. At this year’s luncheon, we will learn practical ways to give our youth the “empathy advantage” from a child development and parenting expert.”

As a motivational speaker, Borba has presented keynotes throughout the world and serves as a consultant to hundreds of schools and corporations, including the Pentagon. Borba has written 22 award-winning books and is a regular NBC contributor appearing 135 times on the *TODAY* show, featured on three *Dateline* special, as well as *Dr. Phil*, *Dr. Oz*, *Dr. Drew*, *The View*, *NBC Nightly News*, *The Doctors*, *Fox News*, *The Early Show*, *CNN* and others. Borba’s teaching experience includes working in regular education and private practice with children with learning, physical, behavioral and emotional disabilities.

Proceeds from the luncheon benefit Frameworks’ SEL programming, which will allow Frameworks to serve more than 45,000 of the community’s youth during the 2017-2018 school year. The 2017 Head and Heart Award winners will also be announced at the luncheon. The awards will honor individuals who advocate for social and emotional learning and exemplify the significant role it plays in life, academic and organizational success.

About Frameworks of Tampa Bay

A not-for-profit organization, Frameworks of Tampa Bay teaches a core set of social and emotional attitudes, values and skills that help children, teens and adults more effectively handle life challenges to succeed in academic, social and professional environments. For more information, please visit: myframeworks.org.

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