

QUEST OF THE KEYS

BY SCOTTY SANDERS

FOR IMMEDIATE RELEASE

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"Quest of the Keys" Named National Sponsor Along with Kohl's AIA Program to Stop Bullying

"Quest of the Keys" joins with Kohl's Department Store's AIA program as national sponsors of "Stop Bullying Our Purpose," an anti-bullying campaign by former wrestler, T-Ronn Hicks, known in pro wrestling circles as "Simply Badd." QuestOfTheKeys.com

MONROE, La., Feb. 28, 2014—"Quest of the Keys," a young adult fantasy fiction book and curriculum, has joined with Kohl's Department Store's AIA program ("Kohl's Cares Associates in Action") on an anti-bullying campaign with former pro-wrestler T-Ronn Hicks, known as "Simply Badd" to his fans. Hicks developed "Stop Bullying Our Purpose" (S.B.O.P.) out of his heart to help today's youth. Hicks is an affiliate with the WWE's Be a Star anti-bullying program and also with the Champions against Bullying.

Scotty Sanders, author of "Quest of the Keys" whose mission is to "help the next generation to live better" found the mission of Hicks and S.B.O.P. to align well with his own. Sanders states that "anti-bullying is one of the key tenets of 'Quest of the Keys,' which makes it a great conversation starter with school kids about this issue." An estimated 28% of students in grades 6-12 have been bullied. Both kids that have been bullied and those who bully others may have serious lasting problems. "That is why I am on a mission to get 'Quest of the Keys' in schools all over the U.S.," adds Sanders. "It is also why Quest of the Keys is a national sponsor of 'Stop Bullying Our Purpose'." "Quest" is full of other positive life lessons beyond the anti-bullying message and is being used as curriculum in a growing number of school systems across the country, including in home schools.

In "Quest," the story's hero, Decklen, escapes the Minca Silver Mines where bullying and intimidation are used to demoralize the orphaned children. Decklen returns at great risk to rescue these children from bullying. Hicks, in his school presentations, uses this story to challenge the students to "become a Decklen" in your school.

S.B.O.P. was born out of Hicks' deep passion for youth. Six years ago, he began an outreach program by founding a non-profit organization called SBOP & BADD Ministry. Since then, he has been working in public schools, churches and the community to get his anti-bullying message across. "When I read the book 'Quest of the Keys,' I realized I shared the same mind-set as

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Decklen with my desire to help and defend others from bullying," says Hicks. "I want to inspire young people to take on this mission as well."

To learn more about T-Ronn Hicks and the "Stop Bullying Our Purpose" program, go to: StopBullyingOurPurpose.com. To learn more about the "Quest of the Keys" story, visit QuestOfTheKeys.com.

About Scotty Sanders



Scotty Sanders has been leading organizations for thirty years, first as a CEO for a multimillion-dollar company and then as an executive for a non-profit organization. Scotty has been recognized as the Louisiana Entrepreneur of the Year, Chamber of Commerce Business Person of the Year, and has been noted in trade magazines for his success in the business world. Scotty is a sought after speaker who has traveled both nationally and internationally to deliver speeches that are passionate, relevant, and challenging. He is also an author of books, training materials, and published articles. He and his wife, Cindy, live near Dallas, Texas.

About T-Ronn Hicks ("Simply Badd")



T-Ronn Hicks, the founder of "Stop Bullying Our Purpose" is a retired pro-wrestler from UWA that wrestled under the name "Simply Badd." He is a two time Hall of Famer and the 2013 Humanitarian of the Year. He was also nominated for the Steve Harvey Community Leader Award and CNN's Heroes Award for his work in the community. He is an affiliate with the WWE's Be a Star anti-bullying program and also with the Champions against Bullying.