

Straight Talk In The Community

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Press release from: [Straight Talk In Limited](#)

Agency: **Straight Talk In Partnership**



Straight Talk In Limited have delivered a message to local communities in the Northwest to recognise today's youth for their values in their own right, creating an awareness that all youths are asking is to be seen as credible! This is despite a spate of thefts of Credhedz cards, since they were launched in August 2006. The Liverpool based greetings card publisher, a private organisation, have been doing a lot of their work in the community, visiting and conducting talks with members of local resident associations, church halls and community centres, as well as door-to-door, to pass on its message.

Head of Corporate and Social affairs, Richard Williams, explains, "Since the theft of Credhedz from its distributors, we have learned a lot. And now we see the business taking on more of a guardian role. We also realise how important it now is, for businesses like Straight Talk In, a communications facilitator, to become more actively involved with youth development, taking a stance with creating products that not only reflect youth, but that develop the best in them and their relations too."

The company says that its 'Popular Icon' range represents the interests and identity of a lot of today's youth, and that it is their way of getting recognition and validation of their identity, on their Birthday. Relatives, friends, neighbours, are encouraged to accept this but only if the actions and behaviour of youths are themselves acceptable for the card. "It is a means of compromising and negotiating a way forward in relationships, where young people have the opportunity to learn the value of recognition, that it has to be earned and deserved, and parents or guardians learn the lesson that young people need recognition for their own values in their own right".

The Company believes that it's a fair step in the right direction towards building the self-esteem and morale of young people and communities, in a positive, honest and respectful way. It calls upon other businesses to spend more direct time and effort in the community, particularly in light of what it believes is Government's endeavours, encouraging local residents to tackle anti-social behaviour head on, with their 'Respect Drive'. The Company says that "it has to be a frontline joint effort for all (if it is to work), providing communities the tools to be able to do this without the risk to themselves. There is a need for something much more widespread and for approaches more negotiable, that will allow young people the recognition they desire and the dignity to check their own behaviour". Straight Talk In believe that their initiative will "begin to equip the community with the tools that ensure anti-social behaviour does not go unchecked".

"There are bound to be sceptics who will knock initiatives such as these," adds Mr Williams. He believes that the Company "has spared no expense and gone to great lengths with a product designed for award purposes: Credhedz is a global award system for everybody, not just the few, and its about what your relationships determine is credible about you. The card has to be earned, not everyone will get one, not everyone will afford one, but it's what it says about the individual if they do get one

that's important, not what it says about them if they don't get one".

The Company claims "were initiatives such as these to become more widespread, it might go some way to helping the environment, seeing an end to the mass tonnage of Birthday cards produced and wasted by the Sentiments' industry each year.###

The firm was set up to introduce products that have an impact: Credhedz'® recognition honours fairness, trust and integrity through selfless acts of honesty and generosity, passion about truth to make a meaningful and lasting impact, spirit of community in which devotion to family and friends is integral, engaging vision for togetherness. 'The benefits gotten from its products are real', the company holds.

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Product: CREDHEDZ®

Newsmakers: Mr John McNulty and Mr Richard Williams

OEM: Straight Talk In Ltd

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