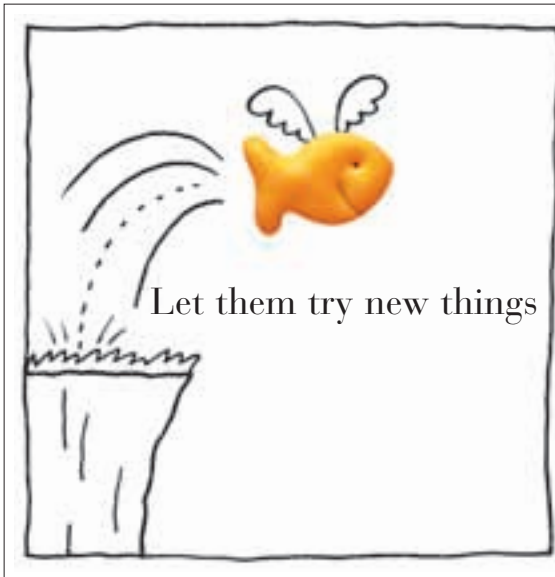
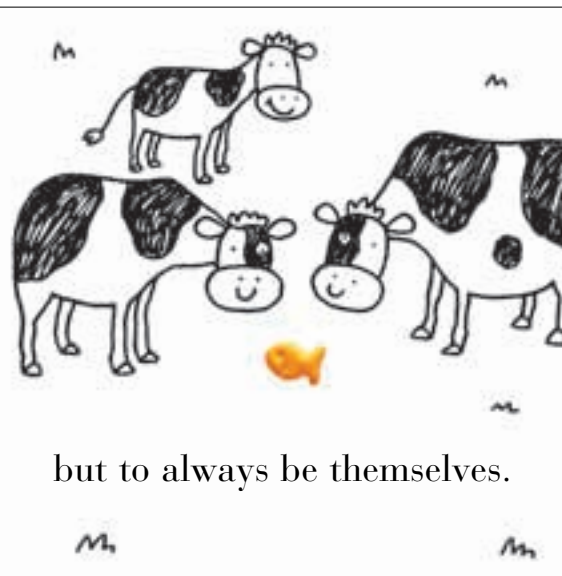
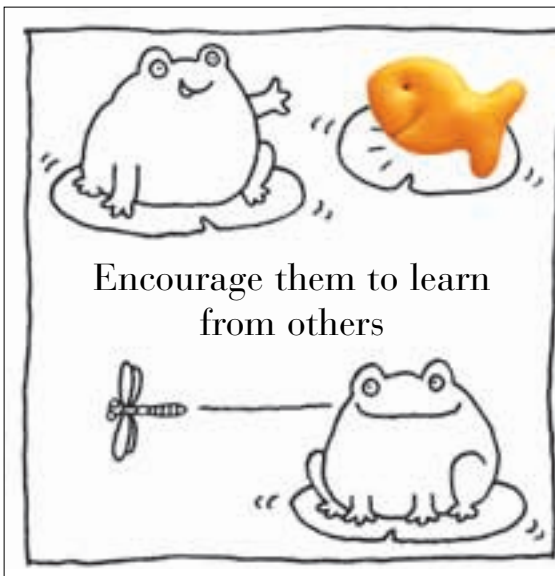
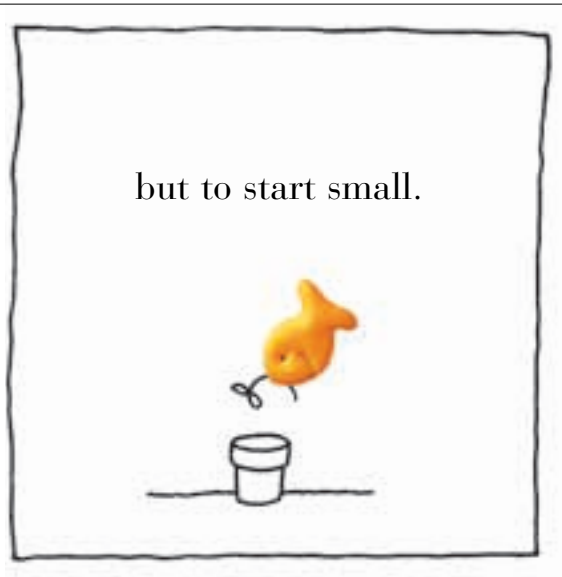
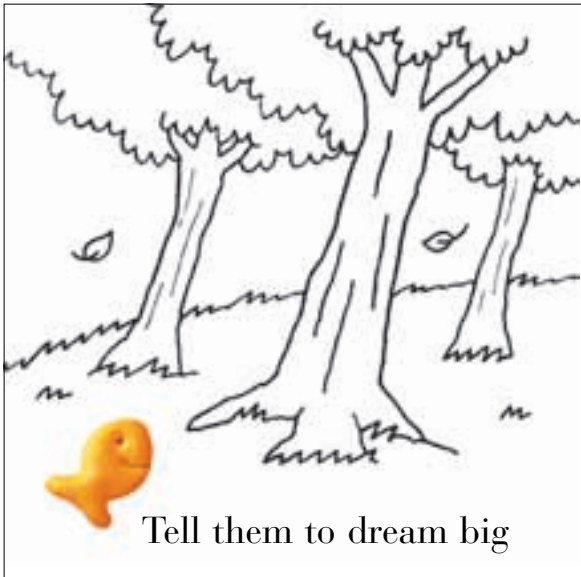


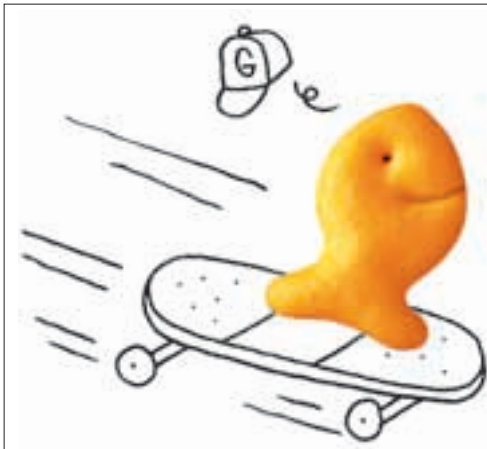
The *Goldfish*<sup>®</sup> Guide  
to Raising  
Optimistic Kids



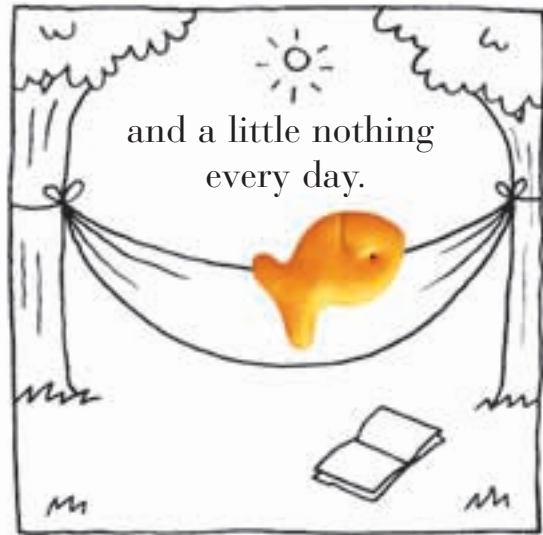


even if they don't always work out.

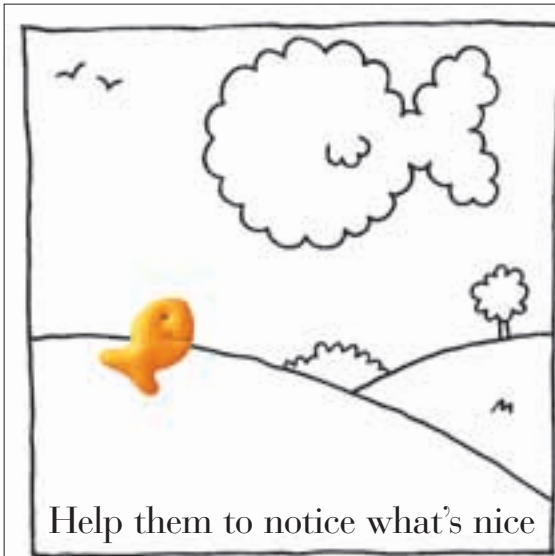




Make sure they do a little something every day



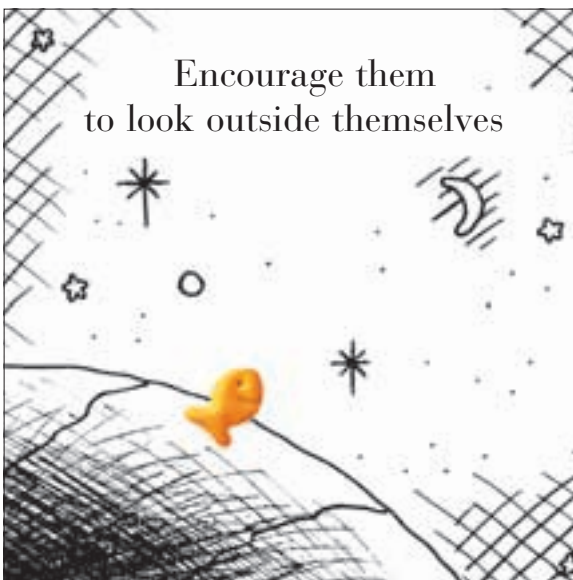
and a little nothing every day.



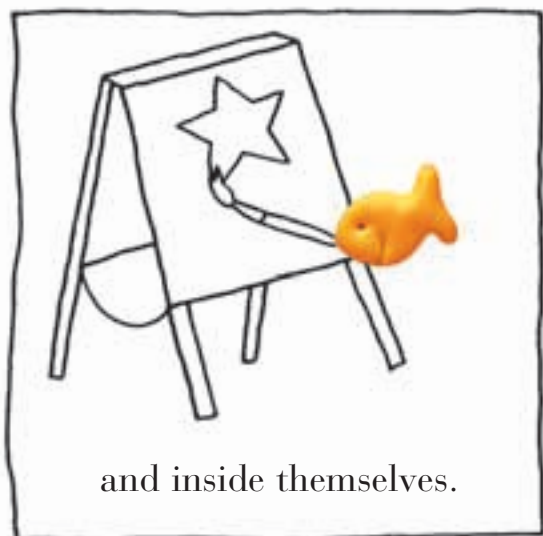
Help them to notice what's nice



and to deal with what's not.



Encourage them to look outside themselves



and inside themselves.

We're bakers. But we're parents, too. That's why we bake our *Goldfish* crackers the way we do - with no artificial preservatives, wholesome ingredients and, most important, plenty of smiles.

We believe in nourishing the whole child. That's why we've partnered with Dr. Karen Reivich, leading psychologist and mother of four, to create [fishfulthinking.com](http://fishfulthinking.com), a website with interactive tools and activities to inspire positive thinking in children. Come check it out. It's amazing what a little smile can do.



[fishfulthinking.com](http://fishfulthinking.com)