About Lynn Sanders



Lynn Sanders is a Life Story Coach, an award-winning writer, marketing and publicity strategist, video producer and Founder of Difference Makers Media. Her company’s mission is building the impact, influence and revenue of entrepreneurs and nonprofits through the power of their stories.

For over 30 years, Lynn has consulted and written for a wide range of clients, raising thousands of dollars for nonprofit organizations. She is the author of the children’s best-seller, “Dancing With Tex: The Remarkable Friendship To Save The Whooping Cranes” and “Social Justice: How You Can Make A Difference.” She self-published the book, “Roland’s Story: Inspired By A Stroke, A Memoir of Hope, Healing & Transformation. Her story is also featured in the international best-seller, “The Gift Of The Universe: Women That Lead” and “Keep Smiling: Chicago.”

Lynn and her team created the nationally award-winning patient safety video, “Things You Should Know Before Entering The Hospital.” She is known as the “Make A Difference Speaker, “and serves as the Executive Producer/Host of “The Difference Makers,” an online show, dedicated to motivating, inspiring and empowering people from all walks of life.

For more details: https://[www.DifferenceMakersMedia.com](http://www.DifferenceMakersMedia.com)

Or: <http://lynnsanders.beekonnected.com>, <http://maxcard.app/story>

Or contact Lynn at: [lynn@DifferenceMakersMedia.com](mailto:lynn@DifferenceMakersMedia.com).

**Testimonials about *Dancing With Tex…***

**“*This unusual story about the relationship between a man and a bird, so beautifully told by Lynn Sanders and illustrated brilliantly by Sergio Drumond, is an example of the many efforts needed to help endangered species survive the impacts of modern humans.”*** George Archibald, The World’s “Crane Ambassador,” Co-founder, The International Crane Foundation, Award-winning conservationist.

***“I LOVE this book! It teaches kids in a real way how anyone can make a difference in positively affecting our world.  Parents https://ssl.gstatic.com/ui/v1/icons/mail/images/cleardot.gifand children will both love this story."***

Teresa De Grobois, International Speaker, Influence expert, Founder of Evolutionary Business Council, Wildfire Academy, Four times best-selling author.

**“*A beautiful and compelling, real-life story of love and caring between a human and his endangered, feathered friend. Not only was it a joy to read, but the author powerfully makes her point that it is up to all of us to make sure that earth’s creatures are allowed to survive, and to thrive. Thank you Lynn Sanders for the heartwarming way you educated us, and Sergio Drumond for your terrific illustrations.”*** Bob Burg, internationally best-selling author, sought-after speaker, coauthor of *The Go-Giver*

**“*George Archibald has inspired me and many others through his accomplishments and dedication.  This delightful, charmingly illustrated, story of his experiences with Tex shows young readers the value of hard work, persistence and friendship****.”* Jane Chandler, Patuxent Crane Flock Manager, 1990-2014.

**“*We’re glad to see a book that helps connect young people with endangered birds. Every one of those connections is an opportunity to spark a new conversation, save another species and leave behind a world that’s still full of wonder and the wild.”*** Kieran Suckling, Executive Director, Center for Biological Diversity.

“***A unique story wrapped up in a wonderfully illustrated book with a special message for the conservation of cranes***."  Roger Lederer, Founder of Ornithology.com.

***"I loved this fascinating true story about the transformational power behind a unique friendship. Inspiring for children too!”*** Sonia Choquette, globally celebrated and dynamic spiritual teacher, consultant, storyteller, and transformational visionary guide.

**BOOK SUMMARY**

*Dancing With Tex: The Remarkable Friendship To Save The Whooping Cranes,* is a picture book story for children from ages 5-8, which describes the true friendship between a man and rare bird that helped the Whooping Cranes survive extinction. Dr. George Archibald, co-founder of The International Crane Foundation, loves birds and wants to save all the cranes. Tex, a rare Whooping Crane from Texas, believes she belongs with people and refuses to be around other birds. How much can one man and bird do to make a difference in the world?

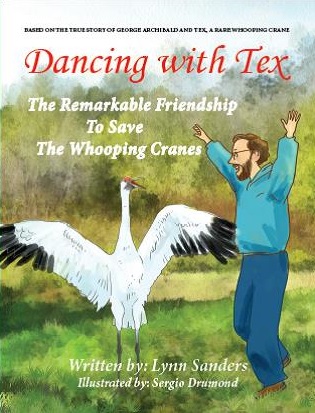
Through this inspiring book by author Lynn Sanders and beautifully illustrated by Sergio Drumond, we meet Tex and two college friends, George Archibald and Ron Sauey, who decide to do something no one has ever done before -- create a place to care for all fifteen species of cranes. It becomes The International Crane Foundation in Baraboo, Wisconsin. After working hard, the young men are able to collect 14 different species of cranes. But they’re missing the rarest type of all: the Whooping Cranes.

Eventually, George and Ron manage to bring two Whooping Cranes, Tex and Tony, to their place. They need Tex to hatch a chick. But first, all cranes do a dance with a partner they like before laying an egg. Tex won’t dance with Tony. Will she dance with George? How can George help her lay an egg? What happens when everything keeps going wrong?

It takes six years of dancing before Tex finally lays a fertile egg that hatches into a chick. *Dancing With Tex* weaves the values of faith, belief and perseverance into a compelling environmental story. This historic friendshipwas so captivating that it made national news on the Johnny Carson show.

Added bonuses include an introduction, useful vocabulary words, fifteen thumbnail crane illustrations, questions & answers, a “behind the scenes” closing, discussion guide and a photo of the real George and Tex. This inspiring book makes a great gift for children young and old.

For more details and a free audio book, see: www.DancingWithTex.com.



**SHORT BOOK SUMMARY**

*Dancing With Tex* tells the true friendship between a man and bird that helped save the Whooping Cranes from extinction. George Archibald, co-founder of the International Crane Foundation is determined to save all the cranes. Tex, a rare Whooping Crane from Texas, believes she belongs only with people. Together, George and Tex become dancing partners over six years to help Tex lay a fertile egg. Overcoming numerous challenges, their friendship demonstrates the power of having faith, belief and perseverance to make a dream come true. This captivating story, written by author Lynn Sanders and beautifully illustrated by Sergio Drumond, made national news on the Johnny Carson show in 1982. Added bonuses include an introduction, vocabulary words, questions and answers, a “behind the scenes” closing, discussion guide and a photo of the real George and Tex. A great educational gift for young and old. See: www.DancingWithTex.com.

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**FOR IMMEDIATE RELEASE**

***Raising Environmental Awareness Through New Children’s Book***

August, 2016 (Winnetka, IL.) *Dancing With Tex: The Remarkable Friendship To Save The Whooping Cranes* is being praised as “*a beautiful, compelling, real-life story of love and caring between a human and his endangered, feathered friend”* because of its eternal message of having faith, belief and perseverance in achieving one’s goals. The story is authored by award-winning Winnetka writer, Lynn Sanders, beautifully illustrated by world-class talent, Sergio Drumond, with design and editing by Ann Knipp. The book is available on Amazon, and has been gaining attention nationally.

Lynn Sanders, President of Difference Makers Media (formerly Park Avenue Marketing), has helped a wide range of corporate clients, business owners and nonprofit organizations over the past 30 years tell their stories through writing, media and marketing to attract results. ([www.DifferenceMakersMedia.com](http://www.DifferenceMakersMedia.com))

Now, she has taken her expertise into a new territory, children’s literature, to inspire youth through a true, empowering story. Sanders learned about this story from an off-camera conversation in 1995 with Dr. George Archibald, during a video project at The International Crane Foundation in Baraboo, Wisconsin. Fascinated by this unique tale of a bond between species, Sanders wanted to make this into a children’s story. She never realized it would take about a decade to accomplish!

*Dancing With Tex* is the true story of friendship between George Archibald, co-founder of The International Crane Foundation, and Tex, a rare Whooping Crane who believed she belonged with people. At the time, the Whooping Cranes were on the verge of extinction. Every egg mattered. To help Tex lay a fertile egg could save the species. But it would take unusual measures. George would need to be accepted as her dancing partner, because all cranes dance before laying an egg, and Tex only related to people. It took six years, but George’s efforts helped Tex produce a chick, which made an impact in saving the Whooping Cranes. The success led to an appearance for George on the Johnny Carson show.

“*Children need to recognize their value in transforming our planet,” says Sanders. “We can do that by inspiring them with positive stories. As we’re bombarded by negative media, I feel we must maka conscious effort to give our youth empowering stories. Stories like this one can motivate young people to believe in their dreams, so they can reach for their highest potential.”*

In 2009, Sanders and two colleagues, Jenny Stafford and Russ Coutinho, created a children’s musical, “A Whooper’s Tale: The Incredible Story Of Tex” from this story. The show received rave reviews at Theatre Building Chicago. The musical is still available for production. Sanders is seeking sponsors to bring this important story into schools and nature centers to raise environmental awareness across the nation. To learn more or listen to the free audio book, visit: [www.DancingWithTex.com](http://www.DancingWithTex.com). *Dancing With Tex* is sold on Amazon at: <http://bit.ly/DancingTex>.