

## FOR IMMEDIATE RELEASE – 12 December 2024

**The Gift That Gives Back** - Looking for a Christmas gift that truly makes a difference? 12 Stories is a 12-week journey of reflection and writing, guiding recipients to share their life stories in response to thoughtfully-crafted prompts and support materials emailed weekly.

### **A Legacy of Love and Giving**

Created by Gold Coast-based mother and daughter team, Judy and Cathy Hallelwell, each purchase includes a 10% donation to MND Queensland, honouring the memory of Brian —Judy’s husband and Cathy’s father — who passed away in 2021 after a battle with Motor Neurone Disease. The inspiration for 12 Stories comes from Brian whose poetry and life stories have become precious family memories.

“12 Stories is more than a gift,” says Cathy. “It’s a way to reflect on life, connect with loved ones, and leave a legacy — while also supporting families affected by MND. We’re so proud to support MND Queensland, an organisation doing vital work in our community.”

### **A Gift That Lasts a Lifetime**

Each 12 Stories project includes a weekly emailed Writing Kit across a 12-week period, covering topics like family, places, travel and food, with prompts designed to evoke memories of childhood mischief, the people and animals who have shared your journey, first loves... all designed to make it easy for anyone to reminisce and write their stories.

Participant, Dawn Davies, has found 12 Stories to be a transformative experience: “I’ve been having so much fun uncovering memories I hadn’t thought about in years,” she says. “The prompts have brought me to the present, helping me find meaning in my life as I reflect on where I’ve been and where I’m going. I hope others find the same inspiration I’ve discovered through this journey.”

### **Why Choose 12 Stories?**

- **Personal and Reflective:** Help someone revisit their life’s journey and create a lasting legacy.
- **Fun and Accessible:** Make storytelling simple and enjoyable for everyone.
- **A Gift That Matters:** Support the vital work of MND Queensland.

### **Make Your Gift Count This Christmas**

With Christmas fast approaching, 12 Stories is more than a present — it’s a chance to celebrate life and foster connection. Whether you’re shopping for parents,

grandparents, or close friends, this unique gift will be cherished long after Christmas Day.

Visit [12stories.com.au](https://12stories.com.au) to give the gift that keeps on giving.

**Special Christmas Promotion:** Buy two 12 Stories packs and get the second half price with the code “double”.

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### **About 12 Stories:**

12 Stories is a simple 12-week project designed to make writing life stories enjoyable and achievable. At the end of that time, you’ll have a precious collection of 12 stories ready to collate and share.

12 Stories was founded mid-2024 by Australian-based mother and daughter team, Judy and Cathy. Both of us have had careers as teachers, so you’d understand that we have a real passion for people and their stories. We believe every individual has many life stories to tell, and it’s our mission to help you share them simply and memorably.

Additionally, 12 Stories is committed to supporting MND Queensland, an organisation wholly focussed on supporting people living with Motor Neurone Disease and their families, friends, and carers. To do so, we donate 10% of all profits to MND Queensland.

About 12 Stories – Explainer Video: <https://youtu.be/nmj0MZB5fj0>