



# KID IMPACT

FROM THE HEART OF A  
WARZONE, A STORY ABOUT  
PEACE, HUMANITY AND  
THE MAKING OF A HERO.

**KICKSTARTER**

SEPTEMBER 21



PARTNERSHIPS  
— FOR PEACE —  
DIGNITY FOR ALL



INTERNATIONAL DAY OF PEACE  
21 SEPTEMBER 2015  
[www.un.org/peaceday](http://www.un.org/peaceday) | [#peaceday](https://twitter.com/peaceday)

# THE KID IMPACT CAMPAIGN

On September 21, 2015, the **International Day of Peace**, Planet Random Comics will launch a new hero in the name of world peace, a hero called **Kid Impact**. Kid Impact will be introduced as part of a global Kickstarter Campaign where together, creators and backers will bring Kid Impact to the page and share his message of hope with the world.

You are invited to join the Kid Impact movement by supporting and sharing the Kickstarter Campaign. As a backer you will share behind the scenes experiences and receive some really cool rewards on the road to producing an awesome comic.

With your help the Kid Impact campaign will create a giant-sized comic book. The comic book is a self-contained story about a young Syrian refugee named Dawood who is determined to rescue his eight year old cousin from the heart of a new warzone. Already forced from his home by conflict, Dawood's struggles continue as he faces the dangers of war to reunite what is left of his family.

The Kid Impact comic is a super hero adventure that reflects recent world events in the making of a hero relevant to this generation and its future. Our hero has been influenced by real tragedy and inspired by real humanity to become a champion of peace. We are honored to introduce Kid Impact on the United Nation's International Day of Peace and proud to join millions of people around the world celebrating this important day.



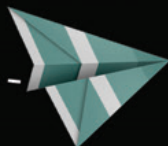




## THE GRAPHIC NOVEL

Set during the Gaza War, a story seen through the eyes of a preteen refugee who must survive a new warzone to rescue his young cousin and reunite his family.

- ✓ KICKSTARTER LIMITED EDITION
- ✓ OVER 50 FULL COLOR PAGES
- ✓ SUPER HERO, ACTION & ADVENTURE
- ✓ RATED PG & FAMILY FRIENDLY
- ✓ INTERNATIONAL COLLABORATION



### BACK A #PEACEDAY PARTNER

Join millions of people from across the globe as they participate in activities, events, concerts, and festivals to celebrate the International Day of Peace.



### SHARE THE CREATIVE EXPERIENCE

Backers are immersed in the creative experience and engaged in ongoing development. From behind-the-scenes sneak peeks to face to face creator discussions.



### RECEIVE UNIQUE REWARDS

Rewards are another way the Kid Impact campaign will share a piece of the project with our backer community. Rewards include limited edition comics, original art, one-of-a-kind experiences and merchandise exclusive to the Kickstarter campaign.



## THE INTERNATIONAL DAY OF PEACE

The International Day of Peace is observed annually on September 21. Each year, on this day, all nations and people are invited to honor a cessation of hostilities and strive for peace. The theme for 2015 is "Partnerships for Peace - Dignity for All."

## ABOUT THE AUTHOR

Raymond Ayala, the writer and creator of Kid Impact is also the founder of the award winning Planet Random Comics. Mr. Ayala is a relentless creative who after 25 years of Fortune 500 business experience, chased a dream to share a lifetime of imagination through comics and screenplays. Mr. Ayala is married and the father of three children.

## ABOUT PLANET RANDOM COMICS

Planet Random Comics is the comic publishing arm of Planet Random Creative. At Planet Random we are proud to develop multicultural brands and deliver high quality entertainment content that reflects the amazing diversity of our world. Our magic all starts with very cool comics.



## FOR MORE INFORMATION

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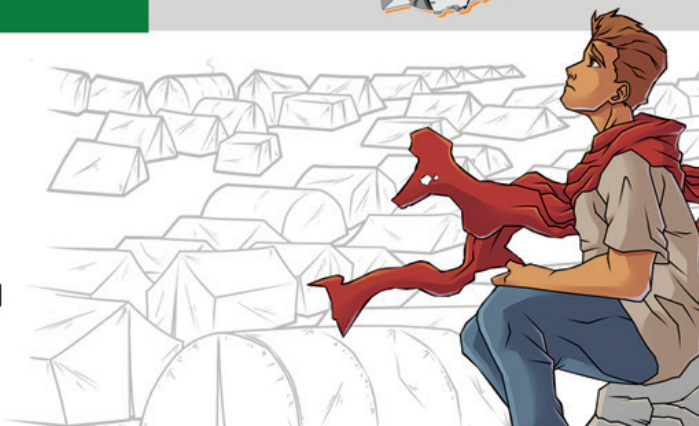
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## **KID IMPACT: PLANET RANDOM COMICS LAUNCHES NEW HERO AS CHAMPION OF THE INTERNATIONAL DAY OF PEACE.**

From the heart of a warzone, a story about peace, humanity and the making of a hero.

**New York, NY:** Planet Random Comics is pleased to announce the launch of its latest graphic novel, Kid Impact. As a partner project celebrating the International Day of Peace, Kid Impact will launch on September 21st, with a Kickstarter campaign to introduce the new champion of world peace.

Kid Impact creator, Raymond Ayala, explains, "Our hero is a young Syrian refugee who faces his greatest fears on a quest to reunite his family. This is a super hero story that reflects current events and was conceived last year as my daughter and I discussed the escalating conflicts in Syria and Gaza. Inspired by the strength of the children suffering these ordeals, we came to the conclusion that her generation held the incredible power of hope and could together end war once and for all."

The Kid Impact Campaign will extend through October providing comics, art and unique experiences to supporters. The Planet Random team invites you to join #TEAMIMPACT and participate with millions of people around the world in celebrating the International Day of Peace.

**About the International Day of Peace:** The International Day of Peace, sometimes unofficially known as World Peace Day, is observed annually on September 21. The Day was established by the United Nations in 1981 and each year all nations and people are invited to honor a cessation of hostilities and strive for peace. The theme for 2015 is "Partnerships for Peace - Dignity for All." For further information please visit <http://www.un.org/en/events/peaceday/>

**About Planet Random Comics:** Planet Random Comics makes cool comics that represent global audiences. For further information please visit <http://planetrandom.net/> or connect with Planet Random Comics at [www.facebook.com/PlanetRandom](https://www.facebook.com/PlanetRandom) or twitter @PlanetRandomNet.

**About Kickstarter:** Kickstarter is a funding platform for creative projects. Everything from films, games, and music to art, design, and technology. Kickstarter is full of ambitious, innovative, and imaginative projects that are brought to life through the direct support of people like you! For further information please visit <https://www.kickstarter.com/>