MLM Company Profile: Highlights for Children

**** Trademark of Highlights for Children

Highlights for Children

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Editor's Note:
*Welcome to **MLMLegal.Com Company Profiles** at www.mlmlegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites .**

Founding Story
Highlights for Children has been in business for over 60 years. Originally, Highlights for Children was founded by Dr. Garry Cleveland Myers and his wife Caroline Clark Myers, both whom were involved in teaching children how to read and write. The two created the first issue in a two-room office over a car dealership in Honesdale, PA. They printed 20,000 copies of the first issue and sold them door-to-door.

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Today, many of the decentants of the Myers participate in the company's success. In 1994, the company founded the Myers Family Council to reinforce the original founders commitment and philosophy.

Impact on the Industry
Highlights for Children receives thousands of letters from children all over the world on a monthly basis.

Since its inception, Highlights for Children has grown to involve eight individual companies with a similar interest.

Discussion of Products
Highlights for Children sells monthly educational and inspirational magazine subscriptions for children.

Discussion of Opportunity
Highlights for Children offers an affiliate program, (www.mlmlegal.com) where participators can receive discounts and referral income. Affiliates earn cash and discounts for selling Highlights for Children Magazine subscription and merchandise.

For more information, you must contact the company.

Discussion of Distributor Base and Sales Volume in U.S.
Highlights for Children's products have reached tens of millions of children. Highlights for Children sells products in the United States and throughout the world.

Company Website: http://www.highlights.com/

***At MLMLegal.Com** the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding $100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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