



Media Kit



My name is Robyn Zimmer, and I am the creator of Embrace the Difference®.

My son Sam was my inspiration, and is still my inspiration to continue my mission of leaving this world a better place for him, and for all of us.

Our Story



When Sam was two years old he was not speaking and I knew there was something off. We addressed his hearing issues with tubes and speech therapy which allowed him to catch up. In kindergarten, we knew there were other issues. He was diagnosed with ADHD. As the years went on, learning disabilities started to surface and finally he was diagnosed with Asperger's Syndrome at age 14.



Raising Sam was quite an adventure. Each new school year brought new challenges that had to be faced. But Sam has an amazing gift. He astounds people by his ability to read people's emotions. Many people have taken Sam under their wing through the years, embracing and accepting his differences. Because of this, Sam was able to grow into the amazing young man he is today.

I wanted to create something that embodied the idea that we are all connected, even though we are different. I wanted to create something that not only spread a message of acceptance, but also gave back to the community and the types of organizations that helped my son flourish.

The Symbol



A single square embraced by circles reminds us that we are all connected, no matter our differences.

A poem I love by Edwin Markham inspired the design of the Embrace the Difference[®] symbol:

“He drew a circle that shut me out-
Heretic, rebel, a thing to flout.
But love and I had the wit to win:
We drew a circle and took him In!”

My goal is to make this a universal symbol for kindness and acceptance.

Oyn Brand

The Embrace the Difference® symbol has been developed into a line of jewelry, apparel and home goods that not only promotes kindness and acceptance - but raises funds for a variety of different organizations.

To date, we have donated over \$450,000 to charities mainly in Western New York. We continue to add national charities to our list of Embrace the Difference® beneficiaries.

Sam is now an adult with special needs and this brings on a whole new set of challenges. It is my hope and dream that this symbol and message will spread! I will not always be here to protect my son and it is my wish to leave a more tolerant and accepting world for Sam, and for each of us.





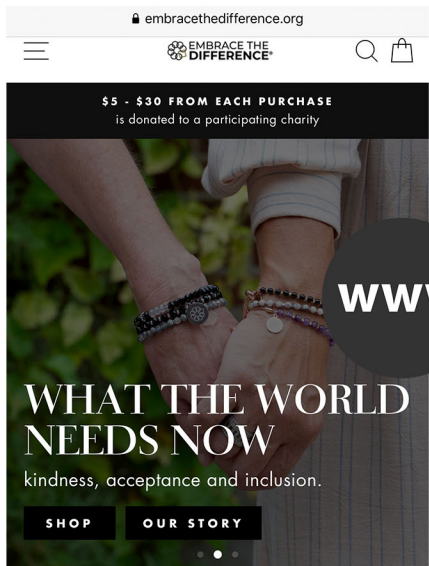
Each Embrace the Difference® purchase is accompanied with a \$5, \$10, or \$30 donation card.

The card contains a unique code, which can be redeemed on our website to the participating charity of the customers choice.

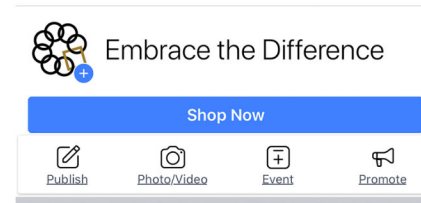
Some special events and promotions with charities and organizations outside of our store receive a donation from us made directly to a specific charity.

Community

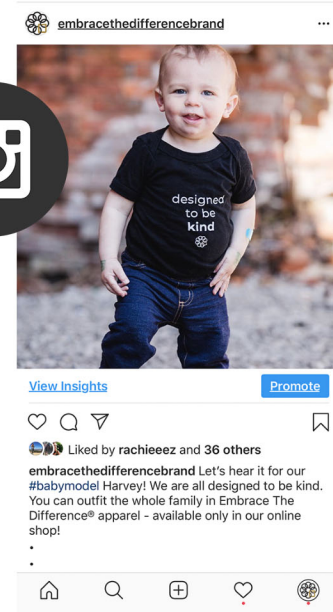
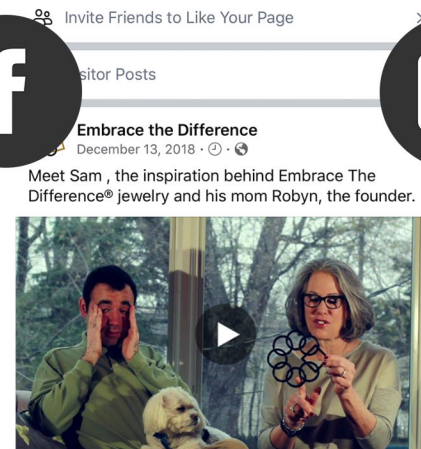
11,200+ supporters are actively engaged in our community.



WWW.EMBRACETHEDIFFERENCE.ORG



7,880 likes



@EMBRACETHEDIFFERENCEBRAND

FACEBOOK.COM/EMBRACETHEDIFFERENCE

Charity Partners

We support every kind of charitable organization. From special needs, to chronic pain, to rescue animals, to chronic and terminal illness support and research... our mission is to connect with everyone, as we are all fighting our own battles.

Yet, our message remains the same:
BE KIND. We are all connected. Embrace our differences, and MAKE a difference.

KIND WORDS FROM OUR FRIENDS:

"The Alzheimer's Association, WNY Chapter is so pleased to be a part of the Embrace the Difference® initiative. Robyn's jewelry design is beautiful and simple, yet it perfectly represents the connectedness and differences in all of us. While we are very grateful for the donations that it has brought to our organization, we also believe in their vision of acceptance for everyone, regardless of disability, age, or illness."

- Alzheimer's Association, WNY Chapter

**TO SEE OUR COMPLETE AND UPDATED LIST OF CHARITY PARTNERS, AND FOR MORE INFORMATION ON HOW TO BECOME ONE,
PLEASE VISIT [EMBRACETHEDIFFERENCE.ORG/PAGES/CHARITY-OVERVIEW](https://embracethedifference.org/pages/charity-overview)**

Get in Touch

We'd love to hear from you.

For further information, please e-mail
info@embracethedifference.org

