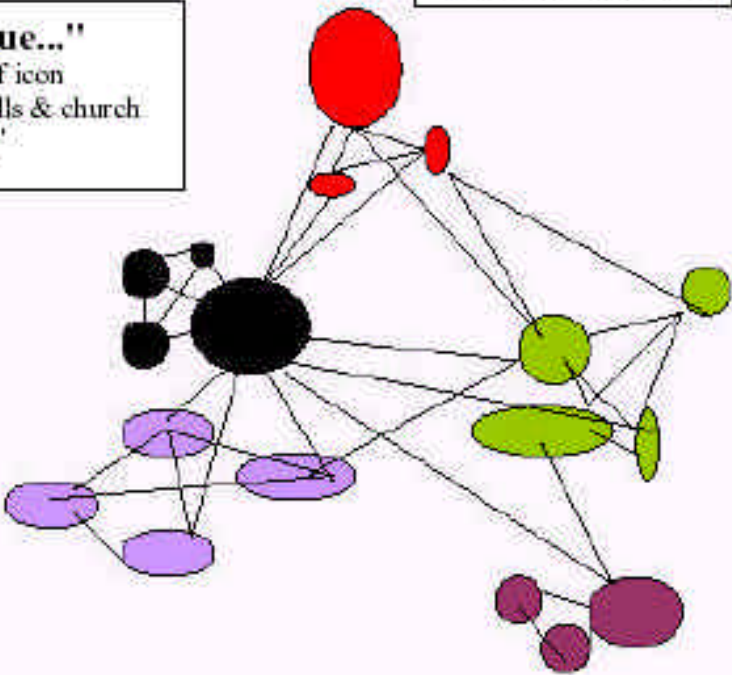ICE has adopted a Multi-Dimensional Learning Model (MDLM$^{tm)}$ that combines visual images, auditory and tactile learning of abstract values and concepts, using the TerraCuddles® characters.

MDLM creates a network of interrelated visual, auditory and tactile data, connected through stories and emotion, that can be more easily memorized and recalled by all ages.

Truthfulness
Verbal character value

"Ringing True..."
Audio sounds of icon
"School bells, door bells & church bells too..."

TerraCuddle image

Tactile reinforcement with products

Icon in everyday life

TerraCuddles®

Little angels with a big message.

Because we could all use a little character in our lives.

TerraCuddles *are earth angels*

that reward and inspire positive values such as:

Truthfulness	Virtue	Responsibility
Forgiveness	Gratefulness	Tolerance
Generosity	Hospitality	Creativity
Attentiveness	Punctuality	Initiative

…and a collection of at least 38 more.

Television

will be our primary mass media.

Other media, including videos, books, movies, and educational curriculum, will be extensions built from these core TerraCuddles television episodes.