

FOSNOD

Focus On Similarities Not On Differences

When you see someone that you think is different, focus on similarities and you will be surprised by the number of qualities and attributes you share. This approach will lead to new friendships, more knowledge, more understanding, new attitudes, new love, renewed hope, togetherness, prosperity, and unity.



What is FOSNOD? FOSNOD stands for Focus On Similarities Not On Differences and is the brainchild of businessperson and scientist Keith Koehler. Keith has always believed that people are more alike than different, and FOSNOD is a call to action to use our shared humanity as a strength in order to make the world a better place.

PRESS & MEDIA KIT

Page 1:
What is FOSNOD?

Page 2:
What do we hope to accomplish and what will we offer on the FOSNOD website?

Page 3:
How can you get involved? Join us on March 15, 2022 in Lee's Summit, MO!



FOSNOD’s vision is to change the world by Focusing On Similarities, Not On Differences.

The initial phase of FOSNOD involves individuals and organizations actively practicing FOSNOD and spreading the word. There are over 8 billion people on this earth, and we want the truth to reach everyone – that we are all more similar than different. The next phase of FOSNOD involves raising \$2 billion through donations over the next two years to enact real change at the highest levels. Donations from companies, groups, and individuals will add up quickly, allowing FOSNOD to

financially support individuals and organizations in all countries who practice FOSNOD in affecting real change. There are inequities in the world that we believe can be erased with FOSNOD. No one should go hungry. No one should feel less valuable than another. Many organizations have tried to promote harmony, but their voices are silenced and their efforts are undermined by the blaring proclamation that we all hate and fear each other because of our differences. FOSNOD will quickly change that destructive false narrative. **We can do it together.**

Why Donations?

Donations will be accumulated over the next two years and then distributed in a global effort to advance the FOSNOD philosophy and unite the world. Be a part of this positive movement. Bring the World together through FOSNOD!

All funds raised will be posted regularly with uses and intentions for all to see. But even if people can’t donate, they can still FOSNOD!

People may donate directly through our website “DONATE” link. Donors will receive a gift based on the level of their donation.

FOSNOD will cover all shipping costs globally. The goal is to spread the movement!



Official FOSNOD Gear is ONLY Available from a donation to website.

The important thing to remember is that people do not have to donate to take part in FOSNOD. Apart from “Focusing On Similarities; Not On Differences”, anyone can take part in submitting their personal FOSNOD story.

We will regularly choose from the stories submitted and feature them on our website to inspire others and help grow the FOSNOD community. The website will launch with 2 very special FOSNOD stories to showcase what the movement is all about.

One of our “launch stories” comes from a man many will know. Sam Goodwin is an American entrepreneur, public speaker and advocate for the freedom of political hostages globally. In 2019, Sam was unjustly imprisoned in Syria for months. His release marked the first time an American civilian had been freed by the Syrian regime. Today, Goodwin shares his experiences through speaking engagements worldwide, including to audiences of elite athletes, faith groups, corporate conventions, the US Military and others.



Sam Goodwin

Our other “launch story” comes directly from FOSNOD’s creator, Keith Koehler. His is a story from a very meaningful place, shared from his heart. Visitors to the website will understand how personal FOSNOD is to Keith when they understand how it began.



Keith believes FOSNOD can and should be taught at home, where the future – our children – will grow up with it as natural behavior. No bullying. No division.

By reading Keith’s story and his philosophy, you will realize how he genuinely believes we are all in the game of life together.



We're throwing a PARTY ...and you're invited!!

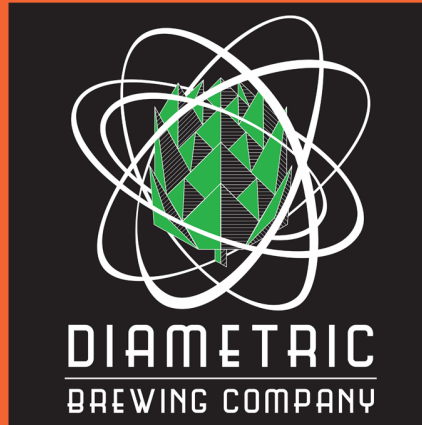
To launch the FOSNOD brand - and to thank all of our current sponsors - we are throwing a party on March 15th, 2022. If you are receiving this, you are invited to join us!

We would like you to be with us as we launch the FOSNOD movement. You will be able to meet with the founder, Keith Koehler and a few of the major sponsors and contributors to the brand so far.

We look forward to seeing you and sharing a drink or two!

Also being invited to join us for the evening:

- Local celebrities
- Local leaders
- Media personalities
- Launch story contributors
- Early FOSNOD Sponsors
- YOU ...and we hope to see you there!!



Diametric Brewing Company
934 NE Columbus,
Lee's Summit, MO

Diametric Brewing Company is one of Lee's Summit's finest breweries, and as one of our early sponsors, they have graciously agreed to allow FOSNOD the entirety of their facilities for the evening to celebrate the launch of our new brand! Please come and enjoy some of their delicious drinks and learn about what we have in store for FOSNOD!

FOSNOD's founder, Keith Koehler, will be on hand to conduct interviews about the FOSNOD concept and to discuss all the things he has in mind for the future of the brand.

You don't need to RSVP to attend the event, but please let us know if you are interested in reserving an interview with Keith prior to the event if possible.

This will help us ensure that Keith is available for all media interviews requested throughout the evening.

Send interview requests to: fosnod@gmail.com

When: March 15th, 6:30-8:30pm

Where: Diametric Brewing Company

What to expect: A fun night of good stories and well-wishes for FOSNOD over some delicious cold brews!



Other sponsors who will be on hand at the event include:

