

The millennial generation is often branded as being lazy, narcissistic, uninterested in the world around them, and only concerned with their cell phones and tablets. Time Magazine even labeled them “The Me Me Me Generation,” but one sister team is setting out to change that misconception.

Lauren and Catherine Jessen are sisters from Seattle, who are both Congressional Award Gold Medalists. The sisters, who already run *Carpe Juvenis: Sieze Your Youth (www.carpejuvenis.com)*, a popular online publication and community for youth who are determined to make their dreams a reality, who are striving to be better leaders, and who are not just seizing the day, but seizing their youth. Now they’re teaming up again to write *Youth’s Highest Honor: Your Guide to Earning the Congressional Award and Building Life Skills*.

The Congressional Award program was created in 1979 to teach kids invaluable life skills through participation in community service, personal development, physical fitness, and expeditions/explorations and to honor kids who excelled in these fields. Bronze, Silver, and Gold medals and certificates are awarded by the U.S. Congress.

Described as half inspirational, half informational, entirely accessible and consumable, *Youth’s Highest Honor* chronicles Lauren and Catherine as they share their journeys to earning the elusive Congressional Award Gold Medal, an esteemed award that very few people successfully receive. They wrote the book to help other kids learn how to navigate the award program more successfully and to give hope to those who feel like they are facing too many obstacles and delays in the process. The book also includes the following stories and guides to help other kids:

* Four Standout Icons of different categories throughout the book to highlight key points
* Step-by-Step help through the Official Program rules and guidelines
* Nine personal profiles from other Gold Medalists
* Graphics and charts that break down complicated aspects of the Program
* In addition to guiding readers through the Program requirements, this book provides helpful life advice for how to organize, plan, and execute goals and build positive habits
* Additional downloadable resources for parents, advisors, and validators on the Carpe Juvenis website

*Youth’s Highest Honor* offers you a roadmap to optimizing the Congressional Award experience by explaining the Award Program Areas and guidelines in an easy-to-understand format and by providing real-life examples of what to do – *and what not to do*. This step-by-step guide – filled with useful tips, advice, and resources to consult when needed – demystifies the process of earning the Congressional Award.

*Youth’s Highest Honor* is currently slated for a June book release. If you would like more information about *Youth’s Highest Honor*, the Jessen sisters, and/or to include the book in your magazine please contact Annie Scranton at annie@pacepublicrelations.com or call 212-254-4730.