

# Dear Dyslexia



## The Postcard Project

2024 Edition

### 2023 BY THE NUMBERS

2,000+

Postcards received to date

12,096 km

Furthest distance a postcard traveled

6-82

Age range of participants

470,000+

Total social impressions

Dear Dyslexia invites people of all ages with dyslexia to change the world's perception of the learning difference – from disability to hyper-ability – by sending in a postcard that captures their experience visually.

More than 2,000 postcards from all over the world were created by dyslexic minds, fulfilling one simple prompt: What is dyslexia to you?

The project was recognized during a launch event with the House Dyslexia Caucus in Washington, D.C., and has since been incorporated into the curriculum of schools all over the United States.

We've even received contributions from a number of high-profile dyslexics: Olympic diver **Greg Louganis**, actress, activist, and producer **Alyssa Milano**, *Justice League* director **Zack Snyder**, Nobel Prize-winning biophysicist **Jacques Dubochet**, children's author and illustrator **Dav Pilkey**, and explorer **Ann Bancroft**.

The response has been so overwhelmingly positive that we've decided to continue Dear Dyslexia into 2024.

Visit [deardyslexiapostcards.com](http://deardyslexiapostcards.com) to participate or view our postcard gallery.

To me, dyslexia is....



A global campaign powered by perseverance and creativity

NEWS

New postcard project shining a light on dyslexia



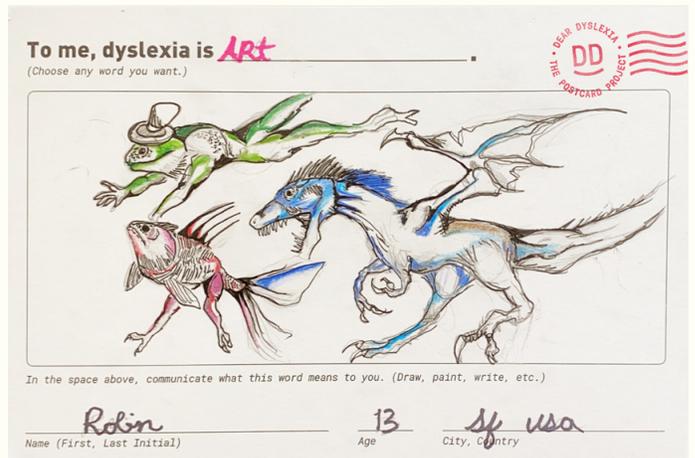
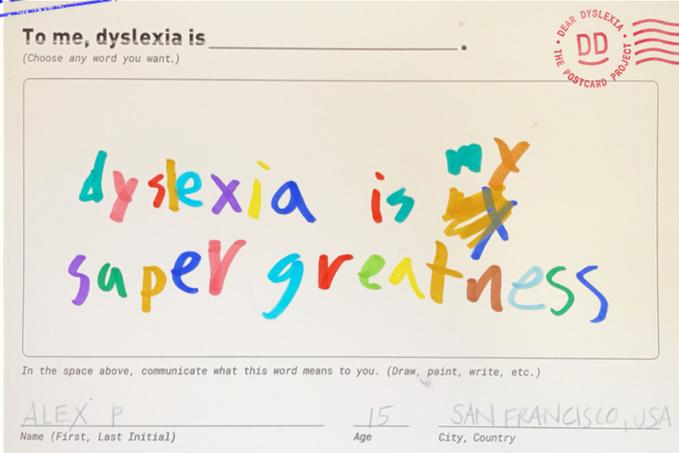
"To me, dyslexia is COLORFUL"



# How to participate

All dyslexics welcome!

1. Access [deardyslexiapostcards.com](http://deardyslexiapostcards.com)
2. Click "Download the template"
3. Print the postcard
4. Complete the sentence "To me, dyslexia is..." with a word or phrase that describes your relationship to dyslexia. Think about what you love to do, what makes you happy, what comes naturally to you - all of these things are your dyslexia.
5. Illustrate the word using whatever materials you have available
6. Send it back to us using the address on the top of the postcard



# Ambassadors

We're honored to receive contributions from a number of prominent dyslexics – actress, producer and activist Alyssa Milano, Nobel Prize-winning biophysicist Jacques Dubochet, Olympic diver Greg Louganis, children's author Dav Pilkey, explorer Ann Bancroft, and film director Zack Snyder, to name just a few.

As ambassadors, they prove the power of dyslexic ingenuity, and their work serves as an example of the “hyper-abilities” that dyslexia makes possible.

PROJECT INFO

**ALYSSA MILANO**  
Actress, producer and activist  
Age 59, Los Angeles, USA  
"MY SUPER POWER"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.  
Alyssa Milano, 59, Los Angeles, USA

**JACQUES DUBOCHET**  
Nobel Laureate, biophysicist and researcher  
Age 81, Switzerland  
"COURAGE"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**ANN BANCROFT**  
Adventurer, activist and author  
Age 67, St. Croix, USA  
"A WIDE OPEN WORLD"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**RECH SILVERSTEIN**  
Advertising agency founder and creative director  
Age 49, PA, USA  
"GREAT"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**JARED BLANK**  
Marathon runner, triathlete and group fitness instructor  
Age 40, PA, USA  
"GREAT"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**GREG LOUGANIS**  
Olympic diver, author and activist  
Age 63, Topanga, USA  
"CREATIVE"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**MEGHAN BUCHANAN**  
Booker prizewinning adventure athlete and motivational speaker  
Age 40, VA, USA  
"GREAT"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**SUSANNA CEDERQUIST**  
Lecturer, speaker and educator  
Age 41, Stockholm, Sweden  
"IMAGINATION"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**DAV PILKEY**  
Author, illustrator and cartoonist  
Age 57, Tokyo, Japan  
"MY SUPA POWER"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**MARTIN GRASSER**  
Artist, Designer  
Age 46, Bay Area, USA  
"TRANSLATION"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**ZACK SNYDER**  
Film director, producer and screenwriter  
Age 57, Pasadena, USA  
"A POINT OF VIEW"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**KELSEY ANN KASON**  
Sculptural Biomimetic Designer  
Age 38, Columbia, USA  
"MY MATERIAL LANGUAGE"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**SALLY GARDNER**  
Author and illustrator for children's books  
Age Young at Heart, Birmingham, UK  
"TANGLED"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**CARMEN AGRA DEEDY**  
Author of books for children and TV host  
Age 62, Stone Mt., Georgia U.S.  
"AN UNGOVERNABLE CURIOSITY"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.

**LIZ MIELE**  
Comedian, actor and writer  
Age 30, USA  
"CREATIVITY"  
To me, dyslexia is my super power...  
Dyslexia helps me see things that other people can not see.



# About the Project's Founder

**Gil Gershoni** is the founder and creative director of Gershoni Creative, a San Francisco-based creative agency.

For more than 30 years, Gil has developed the cutting-edge ideas that keep brands like Google, Apple, Spotify and Nike ahead of the curve.

As the agency expanded, Gil realized that his dyslexia had benefits within the creative process that helped his team and clients innovate and thrive. Through his work and advocacy, Gershoni is helping others discover the power of the dyslexic mindset. One of his most recent projects is the Schwab Learning Center in Palo Alto, California, a space inspired by the spirit of Silicon Valley for college and high school students with dyslexia and other learning differences.

Gil founded Dyslexic Design Thinking, an initiative that teaches people how to leverage strategies that come naturally to dyslexics to enhance how they work, think, create and problem-solve. His mission is

to educate people about dyslexia and move away from the traditional – and incomplete – perception of dyslexia as a debilitating limitation. For Gil, dyslexia is a hyper-ability.

Dyslexic Design Thinking has grown to include Dear Dyslexia: The Postcard Project, the Dyslexic Design Thinking podcast and exhibitions such as Dyslexic Dictionary, which showcased the works of dyslexic artists and leaders, including California Governor Gavin Newsom and Twitter logo designer Martin Grasser.

Gil has spoken at South By Southwest, the Whitney Biennial, the Sundance Film Festival, IDSA's International Design Conference, U.K. Creative Festival, New York University, UC Berkeley, Vancouver Institute of Media Arts and California College of the Arts.

For his efforts in dyslexia advocacy, Gil has received the Siena Cypress Leadership Award, which recognizes individuals whose work has impacted the lives of students who learn differently.

PROJECT INFO



Gil Gershoni poses inside Gershoni Creative's iconic "dome" offices for a cover shoot for San Francisco magazine

**To me, dyslexia is** Hyper-Ability .

(Choose any word you want.)

In the space above, communicate what this word means to you. (Draw, paint, write, etc.)

gil gershoni      37      San Francisco, CA

Name (First, Last Initial)      Age      City, Country

# Events

From San Francisco to New York to Washington, D.C., and many more cities across the country, Dear Dyslexia is celebrating the power of the dyslexic mindset.

If you would like to host a Dear Dyslexia event in your city, contact us at [events@deardyslexiapostcards.com](mailto:events@deardyslexiapostcards.com).

Everywhere we go, we're moved by the support the dyslexic community has shown for this project.

PROJECT INFO



# Press



See what news outlets are saying about Dear Dyslexia.

For press inquiries, contact Helena Dea Bala at PKPR, [helena@pkpr.com](mailto:helena@pkpr.com).



PROJECT INFO

Dear Dyslexia Project plastering Capitol with postcards with a message

Dyslexia is a feature, not a flaw, at student exhibition

'Dear Dyslexia: The Postcard Project' featured on National syndicated broadcast

With childrens' postcards and high-profile testimony, 'Dyslexic Dictionary' redefines its terms

San Francisco man launches national "Dear Dyslexia Postcard Project"

Unleashing the Power of Spinning

Exhibit on dyslexia at Arion Press in the Presidio highlights the learning condition's 'superpower'

Gil Gershoni on Dyslexic Design Thinking

# Participating Schools



**ATHENA ACADEMY**  
Confidence for Dyslexic Minds

California, USA

**CHARLES ARMSTRONG SCHOOL**

California, USA



California, USA

**THE BRIDGE AT THE CHRIST SCHOOL**

Florida, USA

**THE FLETCHER SCHOOL THE RANKIN INSTITUTE**

North Carolina, USA

**THE HAMILTON INSTITUTE AT WHEELER**

Rhode Island, USA

**Hamlin Robinson School**

Washington, USA

**HORIZON ACADEMY**

Kansas, USA

**Julie Billiard Schools**

Ohio, USA

**THE LAB SCHOOL**

Washington, D.C.

**The Liberty School**  
WHERE DYSLEXIC & GIFTED STUDENTS SHINE

Colorado, USA

**NORTH BRIDGE ACADEMY**

California, USA

**NOTRE DAME SAN JOSE**

California, USA

**OAKWOOD SCHOOL**

Virginia, USA

**pacebrantley**  
preparatory school

Florida, USA

**PARK ACADEMY**  
Ignite. Empower. Imagine.

Oregon, USA

**rawson saunders**  
Where Dyslexic Minds Create Brilliance

Texas, USA

**Riverside SCHOOL**

Virginia, USA

**chc Sand Hill School**  
the Silicon Valley school where learning differences are considered superpowers

California, USA

**THE Siena SCHOOL**

Maryland + Virginia, USA

**STERNE SCHOOL**

California, USA

**Swift SCHOOL**

Georgia, USA

**TRIDENT ACADEMY**  
Where Bright Minds Find Bright Futures

South Carolina, USA

**The Windward School**

New York, USA

PROJECT INFO