

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 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



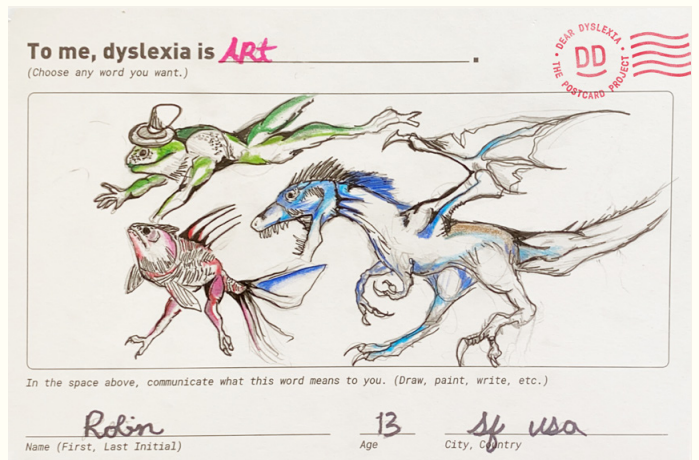
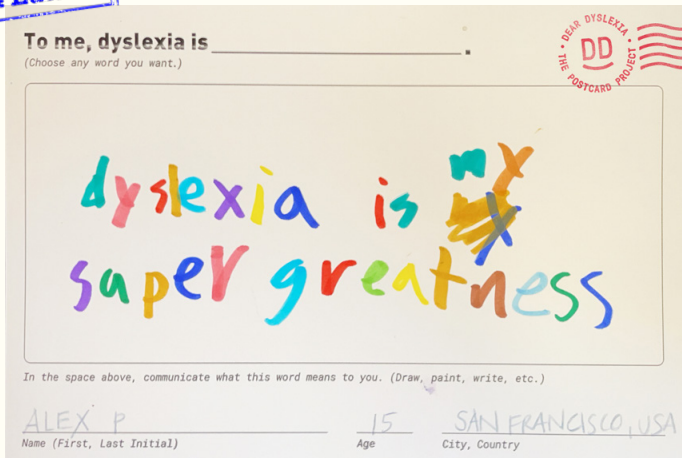
"To me, dyslexia is COLORFUL"



How to participate

All dyslexics welcome!

1. Access deardyslexiapostcards.com
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.

From:

ALYSSA MILANO
Actress, producer and activist



Age 50
Los Angeles, USA

"MY SUPER POWER"

To me, dyslexia is my super power.

Dyslexia helps me see things that other people can not see.

creative, bold, collaborative

Alyssa Milano 50 Los Angeles, USA

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

JACQUES DUBOCHET
Nobel laureate, biophysicist and researcher

Age 81
Switzerland

"COURAGE"

To me, dyslexia is creativity.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

RECH SILVERSTEIN
Advertising agency founder and creative director

Age 49
PA, Colorado USA

"DIBET"

To me, dyslexia is CGI.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

JARED BLANK
Marathon runner, triathlete and group fitness instructor

Age 49
PA, Colorado USA

"WIDE"

To me, dyslexia is CGI.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

ANN BANCROFT
Adventurer, activist and author

Age 67
St. Croix, USA

"A WIDE OPEN WORLD"

To me, dyslexia is creativity.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

GREG LOUGANIS
Olympic diver, author and activist

Age 63
Topanga, USA

"CREATIVE"

To me, dyslexia is creativity.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

MEDHAN BUCHANAN
Market scientist, adventure athlete and motivational speaker

Age 57
Pasadena, USA

"A POINT OF VIEW"

To me, dyslexia is a point of view.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

SUSANNA CEDERQUIST
Lecturer, speaker and educator

Age 41
Stockholm, Sweden

"IMAGINATION"

To me, dyslexia is imagination.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

DAV PILKEY
Author, illustrator and cartoonist

Age 57
Tokyo, Japan

"MY SUPA POWER"

To me, dyslexia is my supa power.

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From:

MARTIN GRASSER
Artist, Designer

Age 46
Bay Area, USA

"TRANSLATION"

To me, dyslexia is translation.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

KELSEY ANN KASON
Sculptural Rosewear Designer

Age 38
Columbus, USA

"BY MATERIAL LANGUAGE"

To me, dyslexia is by material language.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

SALLY GARDNER
Author and illustrator for children's books

Age Young at Heart
Birmingham, UK

"TANGLED"

To me, dyslexia is tangled.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

CARREN AGRA DEEDY
Author of books for children and TV host

Age 62
Shore Wn, Georgia U.S.

"AN UNGOVERNABLE CURIOSITY"

To me, dyslexia is an unmanageable curiosity.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

From:

LIZ MIELE
Comedian, actor and writer

Age 38
New York, USA

"CREATIVITY"

To me, dyslexia is creativity.

Postcards from all over the world created by dyslexic minds. For more info, visit deardyslexiapostcards.com

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

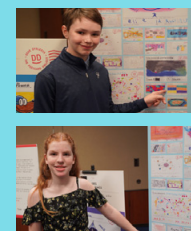
From San Francisco to New York to Washington, D.C., and many more cities across the country, Dear Dyslexia is celebrating the power of the dyslexic mindset.

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

If you would like to host a Dear Dyslexia event in your city, contact us at

events@deardyslexiapostcards.com.

PROJECT INFO





Press

See what news outlets are saying about Dear Dyslexia.

For press inquiries, contact Helena Dea Bala at PKPR, helena@pkpr.com.



THE HILL

Dear Dyslexia Project plastering Capitol with postcards with a message

San Francisco Examiner

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

SCRIPPS NEWS LIVE

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

48hills
Independent San Francisco news + culture

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

FOX 2 K T V U

San Francisco man launches national "Dear Dyslexia Postcard Project"

project inclusion

Unleashing the Power of Spinning

hoodline

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

Design Better

Gil Gershoni on Dyslexic Design Thinking

Participating Schools



California, USA



California, USA



California, USA



Florida, USA



North Carolina, USA



Rhode Island, USA



Washington, USA



Kansas, USA



Ohio, USA



Washington, D.C.



Colorado, USA



California, USA



California, USA



Virginia, USA



Florida, USA



Oregon, USA



Texas, USA



Virginia, USA



California, USA



Maryland + Virginia, USA



California, USA



Georgia, USA



South Carolina, USA



New York, USA