



NEWS RELEASE

FOR IMMEDIATE RELEASE

Lil Herbie: A new doll that embodies the principles of diversity, equity and inclusion to provide black and brown children with a positive role model they can relate to.

CHARLESTON, SC – In an effort to promote the principles of Diversity, Equity, and Inclusion (DEI), Sherrika Myers, author of the [Lil Herbie Series](#) children collection and founder of the nonprofit, [Every 1 Voice Matters](#), created a new affirmation doll to provide black and brown children with a positive role model they can relate to and be inspired by.

The concept of Lil Herbie was born from a deep-rooted desire to instill key values such as perseverance in young minds. By embodying these principles, Lil Herbie symbolizes the importance of diversity and the power of inclusion. The doll's creation is a significant step toward fostering a more inclusive society.

“I grew up stuttering in a single-family household that didn’t have the resources to help me overcome this barrier,” said Sherrika Myers, creator of the new Lil Herbie doll. “According to [DoSomething.org](#), 42% of students bullied were related to appearance, race or a disability. The Lil Herbie doll was created with these kids in mind so that they can have a positive role model they can relate to, while helping them overcome social barriers.”

Myers started the Lil Herbie series and doll to help kids break down communicative and social barriers such as stuttering, bullying, and low self-esteem. The new Lil Herbie doll will launch Wednesday, February 7 and serves as a powerful tool for children’s self-affirmation. It provides them with over 20 daily affirmations that they can repeat to themselves, boosting their self-esteem and self-belief as a source of encouragement and empowerment.

The Lil Herbie Series encompasses children's books, an animated series, kids' coaching, an anti-bullying mascot, and now, a doll tailored for ages 4-10, with a focus on social-emotional learning (SEL). SEL helps kids understand how to cope with feelings while learning interpersonal skills.

To learn more about the Lil Herbie series, visit lilherbieseries.org.

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ABOUT SHERRIKA MYERS

Sherrika Myers is the creator of the [Lil Herbie Series](#) and founder of [Every 1 Voice Matters](#), a 501(c)(3) nonprofit designed to help kids break down communicative and social barriers such as stuttering, bullying and low self-esteem to improve their quality of life. Myers grew up stuttering in a single family household with limited resources. She used the only resource available to her to control her stuttering, which was a book. Reading aloud is what helped her overcome stuttering and changed the trajectory of her life. After finding out her first grandchild, Herbie, stuttered as well, she decided to go back to school and start her nonprofit organization to help other kids in her community. As a national speaker and certified life coach, Myers travels the country spreading messages of hope.

[INSTAGRAM](#) | [LINKEDIN](#)

ABOUT EVERY 1 VOICE MATTERS ([DOWNLOAD LOGO HERE](#))

Every 1 Voice Matters is a nonprofit organization designed to help kids break down communicative and social barriers such as stuttering, bullying and self-esteem to improve their quality of life. The 501c3 nonprofit reaches underserved youth and communities through outreach programs, grassroots events, yearly giveaways, digital initiatives and other innovative measures. Every 1 Voice Matters has been featured nationally on CBS, ABC, NBC, FOX, Spectrum News, the Black News Channel and more.

ABOUT THE LIL HERBIE SERIES ([DOWNLOAD LOGO HERE](#))

The Lil Herbie Series is a collection of children's books, online learning videos, an anti-bullying mascot, an affirmation doll, and community initiatives that break down mental health barriers through social emotional learning education. Within the collective includes an animated series that teaches kids how to pronounce, spell and demonstrate new words along with DEI, financial literacy, SEL learning videos.