



## *The Cause Connects of All...*

### ***What is SSYB?***

SSYB stands for Screaming Sisterhood of the Ya Ya Boards.

### ***How did we get the name?***

A group of us Twitter buds (tweeps), who also happen to be soap message board buddies, were tweeting each other about how message boards and social networking tools like Twitter and Facebook allowed us to meet each other, no one personality alike, and form an extended virtual family. We also talked about how cool it would be to reach out to other soap fans, enlarge the family, but serve a great purpose while doing so. The goal would be a common one—a grassroots effort to support causes close and dear to us all. Once the idea was formalized, we adopted the name *Screaming Sisterhood of the Ya Ya Boards* (SSYB).

Broken down, here's what our name means:

*Screaming* - Represents the various personalities and individuality of those who make up this group.

*Sisterhood* - Represents the familial bond, the formed community (of all soap fans, female and male alike). In this respect, what we have is a "Peoplehood."

*Ya Ya Boards* - Represents the medium through which we've all come together (and communicate)—soap message boards, which can be extended to include Twitter, Facebook, MySpace, etc.

### ***Where do we go from here?***

Since we want to reach so many through this effort, it was important that we put an organizational structure into place. Consequently, our charitable efforts are divided into categories with each category spearheaded by its own committee or subcommittees. Committees are responsible for identifying ways to support or aid their charitable area of interest, some of which have been listed below.

Animal Rights/Pet Adoption

Homelessness

Medical Research/Awareness (i.e., for Cancer, Heart, Kidney, Lung Disease, AIDS, MS, Diabetes, Celiac, Malaria, etc.)

Child Literary/Education

World Hunger/Peace

Environmental Issues

Military/Troop Support

To learn more about us and/or become involved in this effort, visit our website at:

<http://ssyb.amethystpublishing.com/>

Our Mission is to form a "Peoplehood" of soap fans, blending love of daytime fiction with passion for supporting real-life causes.

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