

# THE CELESTINA CODE

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# MISSION



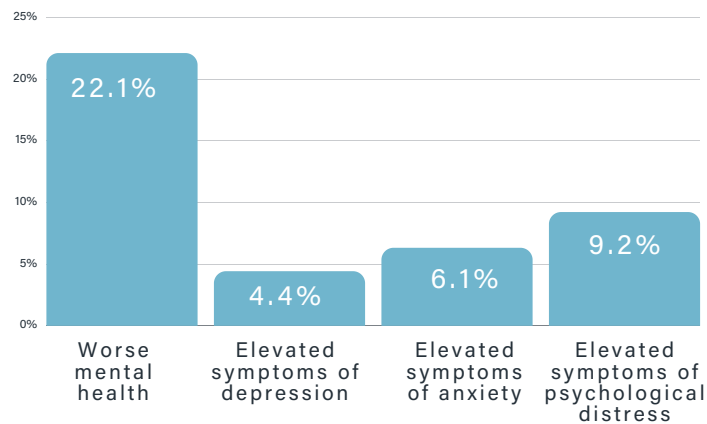
We are on a mission to empower and inspire children to believe in themselves and dare to pursue their dreams despite the adversity they have experienced earlier in life.

# Children are struggling...

## Mental Health Issues

According to the WHO, one in seven children aged 10-17 suffer from mental health issues that prevent them from becoming happy and fulfilled adults. Among the most impacted are the ones who have experienced certain types of adversity in their lives. Since the outbreak of the pandemic there is a further increase in mental health problems.

Shares of parents reporting worsening mental health for their children during the pandemic



Source: Verlenden et al., 2021. Association of children's mode of school instruction with child and parent experiences and well-being during the COVID-19 pandemic—COVID experiences Survey, United States, October 8–November 13, 2020. Morbidity and Mortality Weekly Report, 70(11), 369.

The most commonly reported outcomes of mental health problems:



DEPRESSION



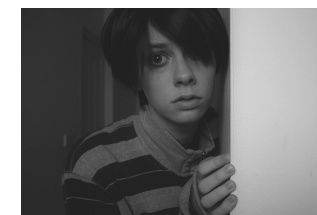
ANXIETY



EATING DISORDERS



SLEEP DISORDERS



PTSD

# Looking for solutions...

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## **The research**

In 2020, to support her master's thesis in psychology, Nora interviewed highly successful people to understand what makes them different from the average population. The study revealed certain connecting patterns.

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## **Key finding**

The main finding was the way they dealt with adverse life experiences. None of them considered them as setbacks but instead, they saw them as real opportunities to grow.

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## **The outcome: empowering children book project**

Once she received her degree, she asked herself the question:

“Can I find a way to translate my key findings into a gripping adventure story that could have a life-changing positive impact on children?” She discussed this with her 9 and 11 year old children, who loved the idea. And with that, The Celestina Code was born.

# Is there a need for a project like this?

Nora has received over a thousand messages from parents, teachers and mental health experts, emphasizing the importance of the topic.

I have an 11-year-old with autism, adhd and extreme anxiety. I think something like this would be perfect for him.

I've got two kids. One is highly sensitive by nature, the other by circumstance (abuse, neglect and adoption). I'm currently homeschooling and would love to incorporate your adventure writings in our schedule!

We love your book project. My son is 10 and is autistic and somewhat gifted.

My daughter is dyslexic, I would love her to read a book like this. I am sure it will be a big success, it is definitely needed for the young ones of today.

My daughter is autistic and is searching for an identity. I would love for her to read/hear these stories!!!

I've been on the look out for something very similar - my son is very smart but is falling into the trap of too much screen time, I'm bored, I can't be bothered to go after anything. I've been searching for the equivalent of the sort of books/audiobooks that inspire me but for children and had very little luck. I would love to have a look at what you've written!

We've just lost my husband. I'm wondering if your book could be useful for my daughter as her core believes have just been dramatically altered. Anything that could give her hope or power in herself I think would be a real positive right now.

I work with assaulted women and children so I find this concept very interesting."

I would love to access this for my son who is 12. He's most definitely on the Autistic spectrum, so it can be quite challenging at times."

# What is The Celestina Code about?

**Two schools, a quest in a parallel universe, one enormous cash prize.  
What will it take to win?**

When Abby O’Ryan hears about the quest for schools, run by a peculiar billionaire, she immediately understands that this could be their last chance. With the threat of closure hanging over their heads, her school enters the contest. But the headmistress of the most stuck-up school in town is also forming a team and it’s not long before they are head-to-head, teleporting around a parallel universe hunting for clues and decrypting codes.

But the quest isn’t the only puzzle. Could the girl on the opposite team, who looks exactly like her, in fact be her identical twin? And could the man, trying to sabotage them, be her father? Throw in a scientist with an evil agenda, two whole worlds in danger of imploding, and the stakes are higher than ever.

The teams soon discover that it takes more than just brains to win the quest. To succeed, they need to draw upon their emotional intelligence, growth mindset, resilience, and a lot of teamwork.



# Beyond the Book

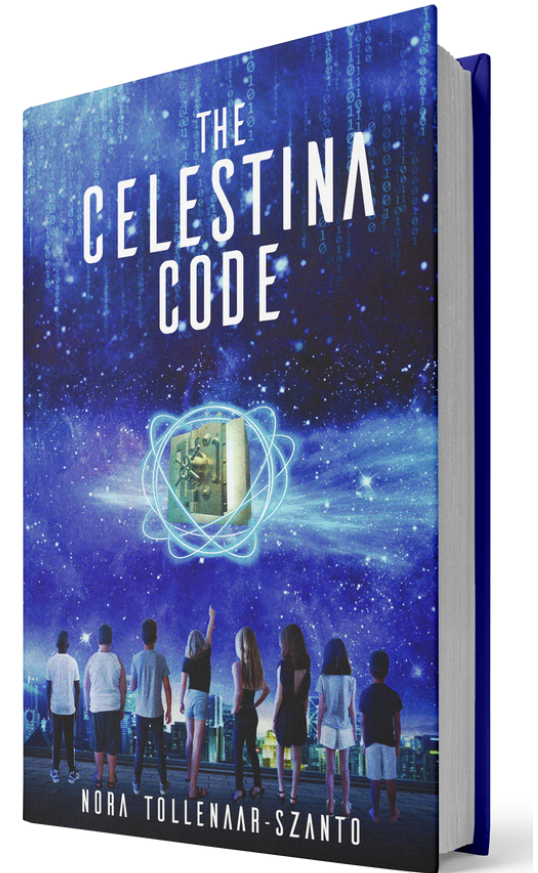
## More than just a book

The author is cooperating with industry leaders to create workbooks and workshops with the objective to spark conversation between parents / teachers and the children. The topics include:

- Diversity and Inclusion
- Emotional Intelligence
- Growth Mindset
- Leadership

## Introducing Emotional Freedom Technique

As part of the protagonist's self-development journey, Nora also introduces in the book Emotional Freedom Technique, a method that is known for reducing depression, stress and anxiety (Church, Yount & Brooks, 2012).







Learning  
Differences



Bullying



Physical  
Differences

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## TOPICS COVERED IN THE BOOK

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Limiting  
Beliefs



Racism



Mental Health  
Issues

# Featuring real-life heroes

In the story, fictional characters go on a treasure hunt around the world and receive important life lessons from real-life people who have achieved something extraordinary in their lives. These people include:

Karishma Sharma, Indian actress. She lived in a violent household as a child. She left home at the age of 17 not long after she was abused. She followed her dream and became a movie star.



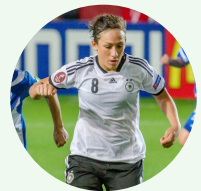
Ethan Diallo, student from Switzerland, originally from Guinea. Somebody found him in the trash when he was a newborn. He was adopted and is now on a mission to build an orphanage in his birth country.



Miguel McKelvey, American businessman. He grew up in a poor community and was determined to succeed in life. He co-founded a company that is now worth billions of dollars.



Nadine Kessler, German football player. By the age of 21 she already had six knee operations. She never gave up and five years later she was awarded the best player award by FIFA.



Marcel Hug, Swiss athlete. He was born on a farm with spina bifida (open spine) and has been in a wheelchair since the age of 8. He became a racer and has since won six Paralympic gold medals.



Sissy Varela, American student. She was bullied when her "friends" found out that she was dyslexic. Instead of believing that she is not good enough, she decided to show the world what she is made of. A year later, at the age of 10, she became a published author.



# School Visits

Nora's goal is not only to empower children but also to encourage them to read for pleasure. School visits are great for the students because it inspires them to be creative and to leave their comfort zones. Nora is doing in-person and online author appearances covering the following topics:



## **Author's Journey**

Nora talks about her unexpected journey from working on major sporting events to becoming a psychologist and a children's book author. She also explains what it takes to publish and market a book, the obstacles she has faced and the solutions she is trying to find to make the project a success.

## **Behind the Scenes**

Nora shares those details about the book that are not available for the public. It includes illustrations, making of the book trailer and her secret wish to turn *The Celestina Code* into a movie. She talks about her podcast and how this will potentially impact her next book.

## **Mental Health Workshop**

Nora offers mental health workshops, where she translates the key findings of her psychology master's thesis into fun activities for children. She also explains to the class how to use Emotional Freedom Technique (also known as tapping) to reduce stress, anxiety and other negative emotions.

# ABOUT THE AUTHOR



As a high-performance strategist for business leaders and professional athletes, Nora Tollenaar- Szanto has helped hundreds of clients overcome subconscious blocks and limiting beliefs to reach their full potential. Since the outbreak of COVID-19, she has turned her focus toward supporting families.

Nora has a master's degree in psychology and is a certified EFT, Matrix Reimprinting and PSYCH-K practitioner.



# THANK YOU!

Do you want to book an author's visit?

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