AWARDS SPEECH

FOR

JOHN KOSTIDS

Hello everyone and welcome to **our world**… It’s a place in which **EVERYONE** is a **BADASS** and that’s a **very good** thing! So good, in fact, that we’re giving out an award…. Some of you that have been **ba ba ba** bad to the bone… or as bad, bad as Leroy Brown, who by the way, **was** the **baddest** man in the whole damned town, may remember **way** back when… in days gone by, when bad **meant** bad, but that was before we revolutionized the meaning of the word. Tonight… right here and right now and **NOT** in a parallel universe, we want to reassure you that **BAD** is **GOOD**… and it’s about **YOU**. It’s about building a community, giving back with compassion, style, and humor, and showing the world that we can all **BE BAD** **AND DO GOOD**. It’s time to channel your inner **BADASS** and show the world your colors!

We understand that some people might gasp at using such an in-your-face expression so freely and with such enthusiasm. Does it matter? Years ago Marshall McLuhan taught us, “The **medium** is the message.” To us here at Badass Brandz, so is the **small**, the **large** and all of the **extra larges**… ! (**You can say… “Sorry- just a little tee shirt humor”…** **and** **wait for the laugh**). McLuhan meant that the means by which we tell our story is the story itself. Here at Badass Brandz we want to transform the act of giving back while being true to our spirit. “MAKE THE WORLD BETTER TODAY THAN IT WAS YESTERDAY.” That’s not an easy mission but with grace, enthusiasm, humor, and **YOU**, we can and **WILL** make this world a better place. To be a part of Team Badass means to care, to participate, to pay it forward, and to appreciate all that we have while searching for the way to make a difference.

The success of our mission depends on **YOU**. We may all look to people in the public eye- celebrities, athletes, public figures- for their Badass qualities… their moxie, their skills, their ability to command attention, but at the end of the day if those with the power don’t realize that we **ALL** have something to share and to give back in support of our families, friends, communities, and those in need, then, as our GPS systems tell us, we must **recalculate**… and when we do that, amazing truths are revealed. We reveal who the authentic BADASSES are! (**Point to people in the audience and say this with lots of enthusiasm**) And it’s **YOU**!! And **YOU**! And **YOU**!

The recipient of the first annual **BE BAD DO GOOD** Award truly got the memo… in every sense of the phrase. **JUST BE ONE**. Now that’s not just be one… person alone…. not just one… voice in a crowd… **JUST BE ONE** badass inspiration to those around you. Just be one who **MOTIVATES**. Just be one who **PAYS IT FORWARD**. Just be one who **IDENTIFIES WHAT IS WANTED and NEEDED** and **MAKES IT HAPPEN**. **JUST BE ONE** who **CARES**. Miracles begin as small notions…. simple thoughts… curious **WHAT IFs?...** Positive impact is a result of accomplishing **something**. Being a **BADASS** means heeding a call to action in your own special style, with swagger and passion. (**Perhaps you should say a few sentences about the recipient of the award**). Our **FIRST** distinguished recipient of the **BE BAD DO GOOD AWARD** is a person who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Mahatma Gandhi said, “Be the change you want to see in the world.” We say, as you know, “Be bad. Do good.” Same difference…. but admit it… our message is pretty catchy… right?!?! (**Wait for the laugh**) Here at Badass we have a number of beneficiaries. They’re all worthy causes, all of whom inspire us to be that change ... from the James Foley Scholarship Fund to Boys and Girls Clubs of America, from HFS Chicago Scholars and SOS Children’s Village to the Gary Sinise Foundation, we are proud and humbled to be able to gather our collective power and profile to harness the good in this world and to give back. Tonight represents an acknowledgement of **all of you** who have given our mission a voice and traction. Remember that being a **BADASS** is not just cool… we **STAND** for a cause… **B**e **A** **D**onor **A**nd **S**upport **S**omething…

So for those of you that might be new to the movement, for those that might be startled by our message, for those of you that are impressed that we’re celebrating at this great party, maybe just for tonight we’ll change it up and pronounce it (**Make it sound a little snobby and call it**) **BAH** **DAHSSS**. You can say it however you like, **JUST BE ONE**!. … And spread the word… share the message… invoke the spirit of being the embodiment of the **NEW BADASS**…this world needs your enthusiasm, your generosity, your ingenuity, and your heart. Thank you all!