



# Reality Rhyming

by SJ Strack

With Valentine's Day fast approaching, the question of what to get your loved one looms in the air. Jewelry is always a good choice for your special sweetheart, but then you ask yourself, "yellow gold or white gold? Is silver still trendy? Will she like something tiny and elegant or big and gaudy?" Ok, so jewelry is too stressful. Next, sputtering through your mind is, "If I get her chocolate she'll think I'm sabotaging her diet. If I get her flowers, she might think I didn't get her chocolate because I want her to lose weight. If I get her flowers and chocolates, then I just seem too unimaginative." And if you guys don't think women ponder the perfect gift ad nauseam, oh how we do! Don't be disillusioned, there still is the perfect gift for him or her at your fingertips. Really!

In 2005, Todd Edwards founded his company Kieftiveworks and along with it, branded a writing style called Reality Rhyming® while he sat trying to think of the perfect baby shower gift to give to dear friends. What Edwards created was not only a personalized poem, but a beautifully displayed emotional experience whose words live forever on a variety of handmade papers, showcased on custom and handmade museum quality and archival frames imported from Italy, encased behind non-glass. Edwards recounts, "From the response I received from the first gift for babyIsabella, I realized connecting to others by creating descriptive expressions for a lifetime would be attractive to so many people seeking innovative and creative gifts. The feeling is so empowering and I wouldn't replace it for anything."

Todd Edwards, a former ESE teacher in Weston's Tequesta Trace Middle School and currently teaching at Barbara Goleman Senior High School in Miami, has succeeded in taking his love for writing and turning it into a niche, one-of-a-kind business. As Edwards explains, "I create pictures with words. Writing is an art. Every piece I'm commissioned to do is unique, because it reflects an individual's life, so no two Reality Rhyming® pieces will ever be the same." What Todd Edwards has perfected is an interview process which allows him to then create a story of rhyme based on the individual's personal life experiences and intertwining it with a person's, corporation's or charitable foundation's name. He adds humor, romance, milestones and life steps to his colorful array of ingredients and produces highly sought after alternatives to everyday gifts.

"Reality Rhyming® takes both the giver and the receiver on a journey," Todd enthuses. Stars such as Elton John, Martha Stewart, Ellen DeGeneres, Oprah Winfrey, Maria Sharapova, James Blake, Jeana Keough, Pat Riley, Danny Deutch, Belkis Nery and many others have been recipients of the magnificent creations of Todd Edwards. And while he is the poet to the stars, his talents are accessible to you and your star for this Valentine's Day and for any special occasion when you want to give the gift which is a cut above the rest. For information visit [www.RealityRhyming.com](http://www.RealityRhyming.com) 

