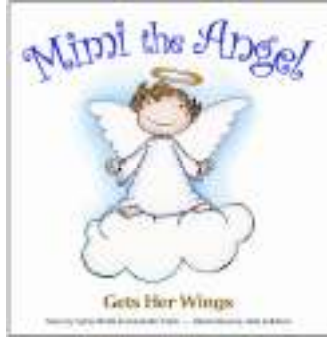


FOR IMMEDIATE RELEASE

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Mimi the Angel™: Your Fundraising Friend

Mimi the Angel™ has spread her wings and set her sights on helping kids be “angels in action.” Created by Ottawa authors Sylvie Brûlé and Jennifer Clark, Mimi the Angel is a model of action and a messenger of hope to those in need around the world. Mimi Publishing Inc. founded by Brûlé and Clark, decided to “pay it forward” and put their money where their mouth is. Starting with \$40,000 of their own money, Brûlé and Clark created Mimi Publishing Inc. to self-publish a series of inspirational children’s books to inspire children around the world toward positive action. “We didn’t want to wait for someone else to give us permission to follow our dream” says Brûlé. In 6 short months, book 1, *Mimi the Angel Gets Her Wings* was published. In the first two months, 1000 books were sold locally. The authors have big global dreams. They intend to have 27 books in the final series published in the major languages of the world along with a full feature animation film. This “Mimi movement” is hoped to encourage children to take action and step up in the arena of community building and create the global village we all need to thrive. The authors are doing their part book by book. They have dedicated 40% of the sales of their books to a child being an “angel in action” for a civic group, charity or worthy cause giving that child the power to make positive changes in the world they live in. In addition, they are currently working with larger corporate sponsors who might want to tailor a Mimi the Angel book and re-sell it to their own client base to potentially double their financial investment. Clark shares “we had this idea where a large corporation like Home Depot could sponsor a Mimi the Angel™ book tailored to meet their needs. For example, the Home Depot book could depict Mimi the Angel helping

Mother Earth to protect the trees, teach about re-forestation and sustainable development. Similarly, if FIFA wanted to sponsor a book, Mimi the Angel™ would play soccer with girls and boys of all cultures of the world to encourage unity, peace and equality through sport. The organization would sponsor the book, we would write and illustrate it based on their specific needs, publish it with their logo on it and give them back copies for resale potentially doubling their investment through their own distribution channels or to give away as they choose. At a price point of \$10, it is a great selling feature. The possibilities are endless.” The authors live and breathe the philosophy of being an angel in action for others. They hope one day to have an angel investor to take them on the road of philanthropy in a larger way and intend to work with organizations like Starlight Starbright Children’s Foundation, CHEO, Max Keeping Foundation, Children’s Wish Foundation, FIFA, NHL, United Way, Home Depot, Oprah’s Angel Network, The David Suzuki Foundation, The Bill and Melinda Gates Foundation, UNICEF, World Vision, SOS Children’s Villages, Child Haven, Habitat For Humanity, the Leonardo DiCaprio Foundation and other groups who do great work around the world by supporting their causes and helping them educate the children of tomorrow to be “angels in action”.

Be an Angel in Action!

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