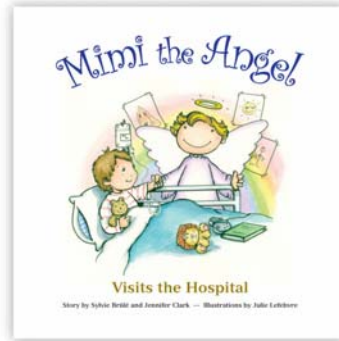


FOR IMMEDIATE RELEASE

September 13, 2007



Mimi the Angel : Your Friend In Need!

Saturday, September 22nd is Kids International Day in Orleans, Ontario. Local chiropractic office, New Freedom Chiropractic lead by Dr. David Covey D.C will be hosting our community's children in a celebration of children around the world with event proceeds to benefit the Children's Wish Foundation. Kids Day International is dedicated to children's health, safety, and environmental awareness. Supported by local businesses, New Freedom Chiropractic has invited families in our community for free dental screenings, and computerized spinal screenings. Up to 500 people are expected to attend. Children will be entertained by Little Ray's Reptile Zoo and Saroughi International Tae Kwon Do demonstrations. Mimi the Angel™ will also be on hand to help raise funds for the Children's Wish Foundation. Mimi the Angel™ book authors, Sylvie Brûlé and Jennifer Clark, will be on hand to sign personal copies of their newly released second book, *Mimi the Angel Visits the Hospital*. For every Mimi the Angel™ book sold, \$4.00 CND will be donated to the foundation.

Written by kids for kids, Mimi the Angel™ was created by a pilot group of children ages 3 to 13 years old capturing their need for inspiration and hope in an ever challenging world. The whimsical 32 page picture book, *Mimi the Angel Visits the Hospital* tells the simple story of how an young boy named Daniel is scheduled for a hospital operation. The short story gives young children an inside view of such a hospital experience. Using whimsical characters like Steffi the stethoscope and Ivan the I.V, the authors hope to alleviate fears a child might have.

Authors Clark and Brûlé are dedicated to supporting children live with passion, purpose, positivity and peace. Their company, Mimi Publishing Inc, has created a “Be An Angel In Action™” program for young children to inspire them and to assist them in building and shaping their communities. The authors wanted to give the children who are guided to help others a tool for fundraising much need funds and in turn help build community. \$4.00 CDN off of every book sold goes right to the charity or organization. Inspired by the movie Pay It Forward, Clark and Brûlé hope that their *Be An Angel In Action™* program will capture the attention of children everywhere who want to make a difference in someone else’s life. Mimi Publishing Inc is currently looking for corporate sponsors to help them raise funds for local charities. “Many offices and companies currently have very organized United Way campaign drives or CHEO fundraisers. We would like to offer them our beautiful illustrated books as another unique fundraising tool. Our books are at a \$10.00 CDN price point which is affordable for most people. We will give \$4.00 CDN off the sale of every book to their assigned charity or goal. The consumer receives a gift that they can pass along that contains a beautiful message. Our books are gifts that keep on giving. Ideally, our goal was to work with children directly who are fundraising for their school or project. We have also contacted various local Parent Councils to see if they might benefit from a new sales item. The good thing is books support literacy and encourage reading in young children. Most people are tired of buying chocolate bars!” says Clark. If you know of an organization, child or group who would like help fundraising, visit www.mimitheangel.com

Kids International Day
Saturday, September 22nd
12:00pm to 3:00pm
Arc-En-Ciel Elementary School (in the gym)
1830 Portobello Boulevard
Orleans, ON

For more information, contact Mimi Publishing Inc. 613.230.7472



**KIDS DAY
INTERNATIONAL™**

Dedicated to Children's Health, Safety & Environmental Awareness