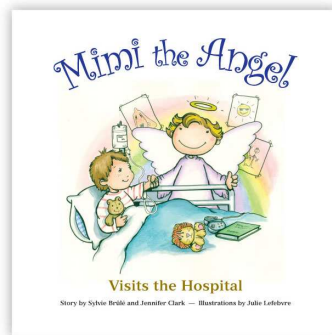


FOR IMMEDIATE RELEASE

November 12, 2007



Mimi the Angel™ Joins Miss Tiggy Winkles to help CHEO

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 who have decided to “pay it forward” and put their money where their mouth is. Brûlé and Clark created Mimi Publishing Inc. to self-publish a series of 27 inspirational children’s books to inspire children around the world toward positive action. Their books are sold in Ottawa at Miss Tiggy Winkle’s stores. For those of you who have not yet had the pleasure of visiting a Miss Tiggy Winkle’s store, your inner child is in for a treat! Miss Tiggy Winkle’s has a city-wide reputation for their magical toy stores and during the holiday season, they are where every child wants to be. “We are very proud of our association with Miss Tiggy Winkles. They represent the inspiration, education and magic that children need today” says Clark. Miss Tiggy Winkles has graciously offered \$1.00 donation of every *Mimi the Angel Visits the Hospital* book sold across Ottawa back to the Children’s Hospital of Eastern Ontario’s Foundation. “We are very grateful to Miss Tiggy Winkle’s for their continued support of community building” says Brûlé.

There will be two events to help promote this fundraising event where the authors will be personally signing their books:

Saturday, December 1st, 2007

Miss Tiggy Winkle's – Place D'Orleans Mall

12:00pm to 3:00pm

Sunday, December 2nd, 2007

Miss Tiggy Winkle's – Bayshore Mall

12:00pm to 3:00pm

Be An Angel In Action!

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