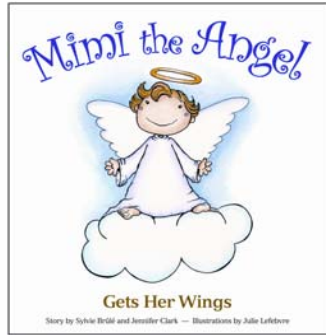


FOR IMMEDIATE RELEASE

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Mimi The Angel : An Angel In Action!

Two local women, Sylvie Brulé and Jennifer Clark, have put their money where their mouth is. Recently featured on CJOH CTV news, co-creators of Mimi the Angel™, a symbol of hope and right action for young children, they have donated 1000 copies of their book, *Mimi The Angel Gets Her Wings* to Ottawa's Toy Mountain / Salvation Army 2006 campaign giving toys to underprivileged children at Christmas.

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 28 page picture book, *Mimi the Angel Gets Her Wings* tells the simple story of how an angel gets her wings and is promoted to help the children of the Earth. Clark says, "the Toy Mountain campaign is a perfect fit for Mimi The Angel's message that no child should go hungry, or without shelter, safety, freedom or clothing. We are happy to be angels in action for Ottawa's children this holiday season." Brulé agrees that "it has always been Jennifer and my intention to spread the message of hope to all of the world's children and to remind them that they are not alone and forgotten. We hope in a small way to contribute to the Salvation Army and Toy Mountain's crusade of sharing joy and cheer. Our message has been co-created by the children for the children. We are happy to support any children's charity and proud to support such a worthwhile organization."

Clark and Brule really do put their money where their mouth is. 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 off of every book sold goes right to the charity or organization. Inspired by the movie Pay It Forward, Clark and Brule 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. “This is our way of paying it forward” says Clark. If you know of an organization, child or group who might be interested in being an angel in action, visit www.mimitheangel.ca