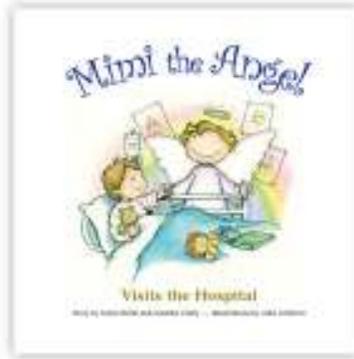


FOR IMMEDIATE RELEASE

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Mimi the Angel Joins Forces with United Way

Mimi the Angel™, a whimsical symbol of hope for young children, has joined forces with United Way Ottawa to be angels in action for others. Ottawa authors, Sylvie Brule and Jennifer Clark, are thrilled to be supporting such a worthy cause. Co-creators of Mimi the Angel™, they have already taken a philanthropic stance to the business side of selling books. “We don’t see ourselves simply as book authors. From the beginning, we conceived Mimi the Angel™ as a symbol of positive action for young children around the globe to become the change they want to see in their world.

We truly want to create a “Mimi movement.” We were inspired by the movie Pay It Forward and set up our *Be An Angel In Action*™ fundraising program to provide children a means to financially support their desires to create positive change in their communities. We therefore donate \$4.00 of the sale of our books sold in Canada through our *Be An Angel In Action*™ fundraising program to charity or fundraising projects of choice” states Clark. “We are thrilled to be partnering with United Way Ottawa.

We really see this as something that can be applied at national levels. Typically, an organization only gets 20% to 30% selling chocolates or daffodil bulbs. We are offering 40%. reports Brule. “Our books are really a fresh and unique sales tool to raise funds. We really can see this taking off in school systems since books encourage literacy and the book itself can be given away as a gift. Originally, we envisioned book 1 supporting churches and Catholic schools and book 2 supporting children’s hospitals and organizations like Children’s Wish and Make a Wish Foundation.

However, the message of hope is universal and especially around the holiday season, the consumer gets to buy great books and contribute to their fundraising campaigns. It's a win/win situation all around. We are honored to support the United Way Ottawa's 2007 campaign and hope that its corporate sponsors really take to the idea as well" explains Clark.

Last Christmas, Brule and Clark 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.

If you know of an organization, school, charity, group or child who might be interested in being an angel in action and need help raising much needed funds for community building , visit www.mimitheangel.com

