

NEWS RELEASE

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Award-winning author donates first 100 “Prince Bear & Pauper Bear” books to Club Rainbow; TY Asia and Tangs match with donation of TY Beanie bears

In connection with the launch of her book ‘Prince Bear & Pauper Bear’ on 10th November at the Central Lending Library in Victoria Street, award-winning author Emily Lim has donated the first 100 copies of her books to Club Rainbow. TY Asia and TANGS have also matched this with a donation of 100 TY Punkies Beanie bears.

Purchase of each of these books (retail price \$20) through Club Rainbow will come with a free TY Punkies Beanie bear (worth \$11). The full proceeds from the sale of the 100 books will go to Club Rainbow to help chronically ill children under its charity. Club Rainbow will sell these donated books through its Virtual Shop on www.clubrainbow.org and at the Club Rainbow booth at the “*Colours of the Rainbow – Children’s Art Carnival*” at UE Square Atrium on 9th December 2007.

“As ‘Prince Bear & Pauper Bear’ is a children’s picture book about love and charity towards your neighbour, I felt it would be meaningful to make a contribution to a children’s charity”, explains author Emily Lim. Emily’s book is inspired by her own personal struggles with a rare voice order (Spasmodic Dysphonia) for the past 9 years. Having found strength in God and also much love and support from family and friends, she decided to draw from her own life story in writing her first book. The book’s themes

appeal to the human spirit of love and charity towards others, having a heart to share, going beyond appearances and also about the ups and downs in life.

"Prince Bear and Pauper Bear is a wonderful short story for the young (and young at heart). We hope that readers of this moving tale of compassion will be encouraged to change their outlook towards the less fortunate, see the beauty they possess inside and reach out to touch their lives in love" says Gregory Vijayendran, President of Club Rainbow.

Emily Lim is a winner of this year's "First Time Writers and Illustrators Publishing Initiative" organised jointly by the Media Development Authority of Singapore (MDA) and the National Book Development Council of Singapore (NBDCS). Her book will be officially launched at the 6th Singapore Book Publishers Association Book Launch @Library event in partnership with the National Library Board on 10th November at 2pm – 4.30pm at the Multi-Purpose Room of the National Library at Victoria Street. 'Prince Bear & Pauper Bear' is now available in all major bookstores.

About Club Rainbow:

Founded in 1992, Club Rainbow (Singapore) is a registered charity which provides a comprehensive array of critical support services to help children suffering from major chronic and life-threatening illnesses and their families as well. It is totally dependent on public donations. For more information, please log on to www.clubrainbow.org

Enc. – picture of book cover & TY Punkies Bears

Appendix 1

