

MEDIA RELEASE
2nd December 2015



Local Perth author challenges classic Fairy Tale to address bullying and depression in children

Mr George Helou, 2-time best selling author and father to 9 year old Holly is on a mission with his third book release; Cinderella's Secrets – The Untold Story of Ella.

After reading the Cinderella story to Holly during bedtime, he was shocked to see the negative and limiting messages that were being spread through the classic Fairy Tale.

"I was initially struggling with the idea that Ella gets bullied by her step sisters, abused by her step mother, but the only way to solve her problems was to be rescued by a Fairy Godmother and prince," Mr. Helou said.

"What kind of message is this sending to my daughter and our children about how to handle bullying and hardship?"

"On the surface it was all about being nice and getting saved, but I discovered another remarkably different story that was hiding in plain view, that revealed it was Ella's personal transformation that saved her."

"I felt like I was accessing Ella's side of the story and it was profound, in comparison to the popular portrayal of the story made famous by Walt Disney."

This version of Cinderella is already changing lives. A 58 year old Perth business woman was so inspired by the story after recently reading a pre-release copy on a flight from Brisbane to Perth, she stopped a bully in his tracks the very next day, and all because she was inspired by Ella's transformation.

"It's also a Fairy Tale for grown ups and I plan to use it to help our patients reconnect with themselves," said Mrs Jane Dowling, a Mental Health specialist from a Mental Health hospital.

Cinderella's Secrets will be launched on December 9th from 5:50pm at the Perth Town Hall with special guest the Lord Mayor Lisa Scaffidi and Dr Joe Kosterich as the MC.

The new release will also be available on Amazon and Apple's iBooks as well as selected bookstores around Australia. Proceeds from book sales before Christmas will raise funds for the Princess Margaret Children's Hospital.

Cinderella's Secrets is the first book in Mr Helou's plan for a 'Once Upon A View' series.

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Media Contact

Josh Williams
Mobile: 0430 363 930
Office: 08 9380 8350
Email: media@onceuponaview.com

Website: www.onceuponaview.com