



## **MEDIA RELEASE**

**13th January 2016**

### **Perth Lord Mayor says 21<sup>st</sup> Century take on classic Fairy Tale by local author is needed for all generations**

**Perth author Mr George Helou believes the Cinderella Fairy Tale sends the wrong message to children. The new book release, “Cinderella’s Secrets – The Untold story of Ella”, is his rewrite of the classic story to empower children beyond bullying.**

The Right Honourable, the Lord Mayor Lisa-M Scaffidi launched Mr Helou’s Cinderella’s Secrets at the Perth Town Hall on 9<sup>th</sup> December 2015 with Channel 9 medical expert Dr Joe Kosterich as MC.

The Perth Lord Mayor shared her views further on this new take of an old tale saying, “It is about empowerment and belief in self. It’s about believing in your own ability and making the best of what you have. Whilst everyone wants to fall in love and meet their prince, we are not reliant on another person to be the best version of our self.”

After reading Cinderella to his young daughter, Mr. Helou became concerned by what he believes are negative and limiting messages throughout the classic Fairy Tale.

“The only way for Cinderella to solve her problems was to remain nice to her abusers and hope they would stop, then be rescued by a Fairy Godmother and prince. What kind of message is this sending to our children about how to handle bullying and hardship?” he asks.

“On the surface it was about being nice and being saved, but an incredible story was hiding underneath that revealed it was Ella’s personal transformation that saved her.” Mr Helou said.

“So I rewrote the story to help reveal how ‘Ella’ reinvented herself and changed her life,” he said.

“This book [...] opened my eyes up to patterns that we all experience on different levels throughout our journey. Ella’s ability to reinvent herself with the obstacles she faces is something I have experienced first hand.” said Ms Jessica King, a 20-year-old beauty therapist.

A Perth business woman, Muriel Downs was so inspired by Cinderella’s Secrets on a flight from Brisbane to Perth, that she stopped a bully in his tracks the very next day, and all because she was inspired by Ella’s transformation.

When asked who the story is for, Mr Helou says “It’s a hard question to answer. Anyone from 10 years and up who wants insights into how to deal with bullying and depression, rebuilding their self esteem and living a more empowered life.”

Mr Leon Nacson, Managing Director of Hay House Australia recently met with Mr Helou in Sydney to arrange for the book to be distributed throughout Australian bookstores.



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

**George Helou is a motivational speaker, life coach and author of the best selling Australian titles; Angelic Dreams and Mystical Dreams. For more information go to [www.onceuponaview.com](http://www.onceuponaview.com)**

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