

FOR IMMEDIATE RELEASE

Upon A Star Books Inc. Hosts Its First Book Launch

TORONTO, Ontario January 27, 2013 – On Sunday, January 27, 2013 Upon A Star Books Inc. celebrated the release of their first publication with an event for the community, held at Harbourfront Community Centre. Their first publication titled “What If the World Had No Colour?” by Jessica Alex, will be available through www.uponastarbooks.ca in March 2013.

The event was an opportunity for children to meet with Jessica Alex (first time author) and have her read her story to them. All the illustrations were also drawn by Alex, which inspired the idea to have a colouring contest for the kids. The winner of the contest won a prize pack, but no child went home empty handed. Each child left with a bag full of goodies and surprises.

Joining the event was the amazing clown Giggle, provided by KRM Children’s Entertainment Company, who helped keep the children busy with face painting and making unique balloon shapes. The kids also received a free pizza lunch and delicious cupcakes made by Phipps Desserts.

Alex, a recent graduate from Concordia University, wrote “What If the World Had No Colour?” which is about a young girl who after experiencing racism at school wishes that the world had no colour. Her mother shows her through nature that colour is beautiful, and that we can all love one another no matter what someone’s nationality, ethnicity, or ‘colour’ is.

For more information, please contact pr@uponastarbooks.ca.