

Wednesday, July 9, 2008

CONTEST ORGANIZERS ANNOUNCE \$500 SHOPPING SPREE PRIZE AT LAUNCH OF MOMCAFÉ'S SUMMER WRITING CONTEST

Vancouver: On **Wednesday, July 9**, contest organizers announced that Please Mum, a popular children's clothing chain with 95 stores across Canada, is offering a \$500 shopping spree for the winner of the momcafé Summer Writing Contest.

Authors Eve Lazarus, Cori Howard, Lisa Martin, Lauren Bacon, Carrie McCarthy, Danielle LaPorte and Annemarie Tempelman-Kluit were on hand at the launch to provide inspiration and their own tips for writing a best seller, while close to 40 guests sipped iced cappuccinos and nibbled dark chocolate provided by host venue - Mink 'a chocolate café'.

"What better way to launch a writing contest than with chocolate and cappuccinos ' said Jill Earthy, Co-founder of momcafé, an organization that provides inspiration and support for moms. "We hope to encourage everyone across Canada to put pen to paper this summer and write original, interesting, or educational stories or essays that are of value to moms. As the entries must be 500 words or less, moms may actually be able to find the time to read them."

There are five categories to choose from:

- **The Great Canadian (Very) Short Story...**a chance to write that family friendly tale that has been nagging at you all these years. Use your creativity, show off your writing skills, maybe it will be a momcafé best seller!
- **Against All Odds...**a life or business success story or a spectacular comeback. Life is full of people who have seemingly done impossible things-big and small. Everyone can make a difference. Tell us about your hero.
- **Life Lessons...**practical and educational, that's the overriding goal here. Ideas for improving one's family life - parenting, health, safety, relaxation, life balance, finances, community, environment, maybe even politics!
- **If I Ruled the World...**what would you do if you ruled the world? Feed the hungry, heal the sick, create peace or just finish the laundry! The greater challenge here is keeping it to only 500 words.
- **Mom-moments...**factual essay about any mom and what she means to you. Educational, moving, inspirational or just downright funny. Could be your own mom, grand mom, a friend's mom, a celebrity mom, or a mom you would love to meet. Your story, your choice.

The two-month contest runs from July 9 through August 31. It is open to everyone across Canada and beyond, and is designed to generate new and original material of specific interest and value to moms. Amateurs and professionals alike are invited to submit 500 word articles or stories in 5 categories. Entries will be posted on the momcafé website and judged on line. The winners will be announced in early September. More information about how to enter can be found at www.momcafe.net.

momcafé is an organization that provides support and resources for professional moms in the form of monthly meetings, workshops and seminars. A monthly donation is made from the meeting proceeds to a variety of charities that support women and children.

For additional information please contact: Hilary Wooller 604 719 6279, hilary@momcafe.net www.momcafe.net

