

# Book Tour Spotlights Mothers and Daughters and the Empowering Value of Bonding Time



For a limited time only, during the months of July and August 2008 marked Just for Me!™ Relaxer kits and Texture Softener kits will carry a children's book – **Trip in Time**, authored by **A'lelia Bundles**, great-great granddaughter of **Madam C.J.Walker**. Stop by your nearest retailer to get your own copy, while supplies last - quantities limited.

## ABOUT THE BOOK:

- Trip in Time is written by A'lelia Bundles, the book introduces the **Just For Me!™ VIP Club characters** to her great-great-grandmother, **Madam C.J. Walker**, the first self-made female millionaire in the United States.
- The JFM VIP girls learn about **hair, self confidence, and working hard toward their goals** based on their encounter with Madam Walker.

## BOOK INSPIRATION:

Just For Me!™ recognizes the **importance of the mother-daughter relationship** in building positive self-esteem in young girls, and wanted to provide a **fun, inspiring book** filled with “teachable moments” related to hair and self-esteem.

- **At a young age, girls begin to form their self-image**, and are impacted by messages and other influences. They are especially sensitive to those that point out what makes them “different”.
- **For girls with hard to manage hair– curly, wavy, coarse** – there is a greater potential for frustration in grooming that can lead to lower self-esteem.
- An important empowerment device for Moms is to **encourage their daughters to read** and offer advice on appropriate reading materials, which will promote a natural conversation about issues related to self-esteem and beauty.

**To spread the word on the importance of reading as a time for mothers and daughters to bond, A'lelia Bundles is traveling across the country on a special library book tour.**



## ABOUT THE LIBRARY TOUR:

The six city book tour will stop at each of the following locations beginning August 4, 2008. Stop by the library location nearest to get your copy signed by A'lelia Bundles.

### **Baltimore: Orleans Street Library, August 4, 2008, 1-2 PM**

1303 Orleans Street | Baltimore, MD 21231  
410.396.0970

### **Washington, D.C.: Lamond Riggs Library, August 5, 2008, 1-2 PM**

5401 South Dakota, NE | Washington, DC 20011  
202.541.6255

### **Philadelphia: Free Library of Philadelphia (Central), August 6, 2008, 1-2 PM**

1901 Vine Street | Philadelphia, PA 19103  
215.686.5414

### **New York City: Central Library, August 7, 2008, 1:30 - 2:30 PM**

10 Grand Army Plaza | Brooklyn, NY 11238  
718.230.2198

### **Dallas: Hampton-Illinois Library, August 12, 2008, 1-2 PM**

2951 South Hampton Rd | Dallas, TX 75224  
214.670.7646

### **New Orleans: Central Library August 13, 2008, 1-2 PM**

219 Loyola Ave | New Orleans, LA 70112  
504.596.2597