

Executive Women International® Detroit-Windsor Chapter

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New Book by Local Author Develops Children's Creative Ability and Raises Funds for Literacy

Launch to Benefit EWI's Literacy Program

Windsor and Detroit – June 4, 2007 A new book entitled Yours For the Dreaming will be released in Ontario and Southeast Michigan. Written and illustrated by local author and artist Kay Douglas, the book encourages creative thinking and a new perspective on reading. It is written for children, but adults have found it enlightening and entertaining.

"I commend Executive Women International® and Douglas Marketing Group for your collective dedication to helping ensure all Ontario students are able to excel in their studies, reach their full potential - and realize their dreams. Thank you for your concern and commitment to enriching the lives of young people".

Dalton McGuinty
Premier

First run sales will be used as a fundraising tool by the Detroit-Windsor Chapter of Executive Women International® (EWI) and will benefit EWI's "Reading Rally" literacy program. Cost of the book is \$15 in the U.S. and \$20 in Canada; proceeds from sales will go back to Executive Women International® Detroit-Windsor Chapter.

The book will be launched in Windsor on June 7th at the Windsor Public Library where Douglas will read to 235 children from kindergarten to grades one and two. The books will be available for lending at the library and Douglas will be available for book signing and sales. For Distribution and sales please visit www.yoursforthedreaming.com on June 7, 2007.

In Michigan the book signing and launch will be in coordination with the Chapter's annual fundraiser. **Held on Friday, June 15, 2007 at the Grosse Pointe Hunt Club**, the theme of the evening is "Reading is Yours for the Dreaming." Books will be available for purchase.



- Allied Group Insurance Services
- Aon Risk Services Inc., of Michigan
- Barton Malow Company
- Biz Mar Tech
- Blue Cross Blue Shield of Michigan
- Bold Solutions to Boost the Bottom Line
- The Cabinet Studio (Canada) Inc.
- Canadian Consulate General
- College for Creative Studies
- Comerica Bank
- Detroit Edison Credit Union
- Discovery Business Systems, Inc.
- Domino's Pizza, LLC
- Douglas Marketing Group
- DTE Energy Company
- Ernst & Young LLP
- Flowers by Design
- Focus Hope
- Gabriel, Roeder, Smith & Company
- The Gold Shop
- Great Lakes Gas Transmission Company
- Handleman Company
- Healthy Ventures/DD & Associates
- Infinity & Ovation Yacht Charters
- LaSalle Bank
- Lazare's Furs
- LEAR Corporation
- M.B.S.
- May Court Club of Windsor, The
- McShane Professional Search, LLC
- Merrill Lynch
- MJS Office Services
- Mort Crim Communications
- Nexus Labs, Inc.
- Nobody But Curtis, LLC
- Observer & Eccentric Newspapers, The
- Philanthropic Management Consultants, Inc.
- PVS Chemicals, Inc.
- RBC Dominion Securities
- Sachse Construction & Development Corp.
- SKBK Sotheby's
- St. Clair College of Applied Arts & Technology
- The Stroh Companies, Inc
- Surtsey, Inc.
- TD Canada Trust
- Teen Health Centre
- University of Windsor
- Viewpointe Estate Winery
- Wayne County Community College District
- The Westin Hotel
- Windsor Club
- Windsor Public Library
- Windsor Star
- Windsor Westmont Hotels
- Wireless Resources, Inc.
- YMCA of Metropolitan Detroit
- Zurich Mortgage Corporation

Sustainers

- Connie Brackett
- Theresa Hunter
- Jane Lenart
- Rosemarie Milles
- Rita Moroni
- Jan Scullen
- Beverly Sinclair
- Joan Whitman

Chapter Life Member

- Elaine Godfrey

“There is no better gift to give our children than how to hold on to their natural creative ability,” said Douglas. “To carry their creativity into adulthood provides them with the tools to think through difficult challenges, to imagine bigger than they would otherwise, to refuse to settle for what is just because it is. Each time a child or an adult reads this book the abstract forms take a different shape and the colors move in a different way -- depending on the reader’s mood, their age or their need to step away from reality and into fantasy. This book engages the whole person when they take part in this piece of art. It becomes a gift which I am happy to share.”

Distribution

As of June 7, 2007 Yours for the Dreaming will be available at the following locations. Please refer to our website, www.yoursforthedreaming.com for updates on where the book becomes available.

Tirimisu Gallery Café
591 Erie St E
Windsor, ON N9A 3X8
519-256-8325

From the Heart
1356 Ottawa St
Windsor, ON N8X 2E8
519-969-2773

Flowers By Design
1936 Wyandotte St E
Windsor, ON N8Y 1E4
519-252-9829

The Trophy Boys
1540 McDougall
Windsor, ON N8X 3N2
519-254-2926

Jill’s Sew Much More
3740 Tecumseh Rd E
Windsor, ON N8W 1H9
519-974-3223

Quality Suites
250 Dougall
Windsor, ON N9A 7C6
519-977-9707

Information on Kay Douglas

Kay Douglas is president of her own advertising and publishing companies, Douglas Marketing Group and Yours for the Dreaming, respectively. Douglas, a Windsor native, began her career as a fine artist, exhibiting her works provincially.

She was much in demand as a commissioned artist. After graduating from the advertising program at St. Clair College in 1991, she worked as an account manager at a Windsor graphic design/trade show agency. She partnered in 1991 to open Douglas – Brockenshire and has evolved with her current agency, Douglas Marketing Group, in 2004.

An effervescent right brain thinker, Douglas is known for her commitment to client and community. With a tendency to go far beyond the call of duty in partnering people and resources for optimum results, she has developed creative concepts and campaigns that have promoted our unique position as an international region. This is fueled by a primary objective of taking down the boundaries and seeing beyond the obvious.

Recognized as a community leader Douglas speaks to groups on creative thinking to develop forward strategies, networking and marketing for success to name a few. She has donated many of her own works of art to local not-for-profits. Currently president of EWI's Detroit-Windsor chapter, she also has held seats on the board of directors of such organizations as St. Clair Advisory Board, Victorian Order of Nurses, Information Windsor and Executive Women International®.

Always looking for opportunity to connect cause with corporate she found the perfect match for her book in EWI. "This book has been a dream of mine for years," stated Douglas. "In fact, I wrote it many years ago but was waiting for the right time and the right cause to launch it. EWI's Reading Rally is a perfect fit!"

Information about Executive Women International® (EWI)

Executive Women International® is a nonprofit organization of leading business, service and professional companies. It is unique in that the firm, not the individual, is the member. Its mission is to bring together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal involvement and professional development and encouraging community involvement.

Today, over 3,500 companies and 4,000 representatives are members of EWI in 85 chapters located in major cities in the U.S., Canada and Europe. Founded in 1938, EWI is the premier organization for networking and leadership development for today's business professionals and their firms.

Information on EWI Detroit-Windsor Chapter

The Detroit-Windsor chapter of EWI is the only multi-national chapter of the 85 chapters that make up the EWI organization worldwide. The chapter has 61 member firms from Detroit and Windsor and their surrounding areas. Meetings occur in various Detroit and Windsor locations on the second Wednesday of each month. Over the past two years, the chapter has raised and donated over \$40,000 to assist literacy programs and women and children in crisis. Like its sister chapters, EWI Detroit-Windsor provides its members an opportunity for both personal and professional growth.

Information on EWI Detroit-Windsor Chapter literacy program

Since 1992 when EWI adopted literacy at its international philanthropy project, the chapter has been committed to promoting literacy. Members donate their time and talents to the "International Reading Rally," book drives and one-on-one tutoring for adults and children. The chapter has partnered with the Dominican Literacy Center

(DCL) and has established the Adult Students in Transition (ASIST) program to provide financial support to adult students in transition.

Each EWI chapter hosts its own annual Reading Rally. The Detroit-Windsor chapter has hosted a Reading Rally where the chapter, members and volunteers work directly with schools and the children to create a fun filled day that celebrates reading. In 2006, it hosted two events. In Windsor, a “Star Reader / Alien Puppet” event was held at Brock School for 95 children. The May Court Club of Windsor partnered for this initiative with sponsorship and support. Books were read to the children and during craft time each child decorated a glove to look like an Alien. In Detroit, at Maybury School, over 200 children visited five stations where they engaged in reading and writing activities, learned about dental hygiene and visited a Star Dome to look at the stars and planets. All 295 children received a “Star Reader” bag with books, crayons, pencils, toothbrushes, toothpaste, cookies and a t-shirt. Detroit also hosted a “Pasta for Parents” Educational Forum during the same time encouraging parents to get involved and read to their children. Proceeds from the sale of Douglas’ book will benefit the Reading Rally program of the EWI Detroit-Windsor chapter.

Book Sponsors

The book was made possible through the support of fellow EWI Firms who recognized the value of the project as a powerful tool to teach children and adults alike the value in reading and nurturing their creative ability.

Madeleine Phillips, EWI member and Senior Executive to the President and CEO of PVS Chemicals, Inc. James B. Nicholson, brought the project to her executive. She read the story and explained the significance to the Chapter. “He was taken with the magic of the book” Phillips recalls. “The purity is so compelling,” Phillips says. PVS became the first sponsor to support the printing of the book.

PVS Chemicals – Headquartered in Detroit and family owned since 1945, PVS Chemicals provides safe products, innovative solutions, comprehensive support and added value to a broad range of products and services across the globe.

Douglas Marketing Group – DMG is a full-service advertising agency that serves the province of Ontario, the state of Michigan, and the international marketplace with an exceptional, creative and results-driven team.

Blue Cross Blue Shield of Michigan – For over 70 years, Blue Cross Blue Shield of Michigan has provided people the security of knowing they have health care when they need it.

McShane Professional Search LLC – This recruiting firm specializes in identifying and placing the right administrative individuals to support high level executives in the Detroit area. President Therese Boldt provides business and executive coaching to business professionals individually and corporately.

Therese Boldt, President of McShane Professional Search, brought the book home to her daughter Alexa who found reading a chore and challenge as she is dyslexic. Alexa was taken by the colors and text effects. She was thrilled that the words looked like their meaning, the word sunny glows and the word shine shines. As a picture thinker she was able to use her right brain with pleasure and understanding.

“This book is a must read for children and adults. We all need to access our creative side and learn how to see things from a perspective that allows for right brain development. It is what will make the difference in how we shape our future personal lives and professional advancement” explains Boldt.

Discovery Business Systems – This Company offers printing solutions to fit any budget. Discovery Business offers solutions to enhance communication with customers, suppliers and employees by providing the technology to enhance, distribute and even eliminate paper based printing through a variety of media formats.

Nexus Labs Inc. – Nexus Labs, Inc. is an innovative company producing wellness products targeting Fibromyalgia, Chronic Fatigue Syndrome and Irritable Bowel Syndrome. To address root causes and normalize major body functions, they emphasize nutrition and diet, approved nutraceuticals, client education and lifestyle modification. Nexus Treatment Systems – “Better Health through Science and Nature.”

The Observer & Eccentric Newspapers – With it’s Observer or Eccentric newspapers in fifteen different cities, this publication reaches nearly one-half million readers in suburban Detroit’s finest communities.