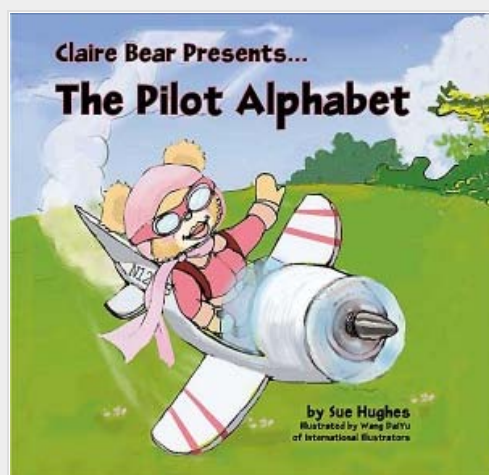


Claire Bear For The Kids

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When USA Book News announced the results of its national "Best Books" awards for 2009, Sue Hughes was flying high.

The author's first publication was among the finalists in the national contest's Children's Picture Book - Softcover Fiction category. Her book, *The Pilot Alphabet*, introduces the phonetic alphabet-an international standard adapted by pilots as well as military, police, and fire personnel - to three- to eight-year olds.

The Pilot Alphabet is the first in a series of picture books that features Claire Bear, a pink-clad aviatrix. Hughes' ulterior motive to attract girls to aviation by providing them a cuddly, accomplished role model.

"It also doesn't hurt for boys to get used to seeing girls in the cockpit," said Hughes.

On the market less than a year, *The Pilot Alphabet* is already in its second printing. Hughes credits the bright, whimsical, engaging illustrations in her book for its wide appeal.

She contracted with International Illustrators, who matches authors with artists on a world-wide scale.

"The minute I saw Wang DaiYu's work," Hughes said of her illustrator, a 24-year-old Chinese art student, "I knew it was a perfect match." Ms. Wang has since illustrated the sequel, *Claire Bear's First Solo*, which came out last summer, and is currently working on the third Claire Bear book, *What Pilots Fly*, due out next Spring.

Powder Puff Pilot is an independent publisher and web retailer founded in November 2008 by Sue Hughes of Aurora, Colorado. In addition to the Claire Bear children's book series, Powder Puff Pilot publishes "This Day in Women's Aviation," a page-a-day calendar for 2010 that celebrates milestones and events in women's aviation history. For further information or to order Powder Puff Pilot products, visit www.powderpuffpilot.com or call toll-free at 888-801-6628.

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