



Powder Puff Pilot Press Release

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For immediate release

Powder Puff Pilot Unveils Second Children's Picture Book

Storybook Aviatrix Recounts her First Solo

July 21, 2009, Aurora, Colorado – Powder Puff Pilot—a Denver-based web retailer that specializes in designing and selling products targeted to female pilots—announced the debut of its second children's picture book, *Claire Bear's First Solo*, written by Sue Hughes. The colorful, 40-page, soft-cover storybook features a pink-clad aerobatic pilot named Claire Bear (*Ursus Aviatrix*), who shares the trepidations and thrills of the first time she ever flew by herself—an event that every pilot remembers.

Hughes will unveil her newest children's book at EAA's AirVenture, billed as "The World's Greatest Aviation Celebration," held from July 27 through August 2 at Oshkosh, Wisconsin. She'll be stationed at AirVenture's Author's Corner for 6 days of the 7-day event and is scheduled for storytelling sessions on Wednesday, Thursday, and Friday. *Claire Bear's First Solo* is also available for purchase at www.PowderPuffPilot.com with shipments going out starting August 3.

"I created Claire as my company's spokesbear to give more visibility to women in aviation," said Hughes, the owner of Powder Puff Pilot, which publishes her children's books. "One of the missions of Powder Puff Pilot is to make aviation more appealing to girls and women. I'd like girls to know from an early age that there's a place for them in the cockpit, in the hangar, and in the tower."

The Claire Bear children's book series also helps pilots share their world with their kids or grandkids in a fun way. In the series' first book, Claire Bear presents the phonetic alphabet that pilots use on the radio (Alfa, Bravo, Charlie, etc.). "The alphabet is something kids can relate to," said Hughes, author of *Claire Bear Presents... The Pilot Alphabet*, which debuted in November 2008. "When I take young kids for a flight, the pilot alphabet is what they remember weeks later." The follow-on *Claire Bear's First Solo* introduces aviation lingo such as "traffic," "tower," "hold line," and "throttle;" providing a starting point for discussions with children about flying. Both books feature color-rich, whimsical illustrations by Wang DaiYu of International Illustrators.

"My next book, which is still in development, is *Claire Bear Explains... What Pilots Fly*," said Hughes. "It describes the many different types of aircraft that pilots fly—from balloons to seaplanes to jet fighters. Like the previous two books, it's written in lyrical rhymes, which I always found enjoyable to read aloud when my kids were little."

Powder Puff Pilot was founded in 2008 by Sue Hughes, who is also the author of *This Day in Women's Aviation*, a page-a-day calendar. Powder Puff Pilot also carries books for adults that are written by or about women pilots, a T-shirt that explains *Why Women Prefer Airplanes* (to men), a pink pilot's logbook, and other products for women pilots—past, present, and future. 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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