



POWDER PUFF
PILOT

...for feminine flyers

New Calendar Celebrates Women's Aviation

November 25, 2008, Aurora, Colorado – Powder Puff Pilot, an upstart Colorado-based web retailer specializing in pilot gear for women, announced the debut of the 2009 *This Day in Women's Aviation* calendar. Each page tells the story of a remarkable accomplishment in women's aviation, from daredevil aerialists such as Tiny Broadwick to former FAA head Marion Blakey.

"I was limited as to how much I could fit on each page," lamented Hughes. "In most cases, the most fascinating thing wasn't that a feat was accomplished, but how it was done or the circumstances that surrounded it." Hughes cited the example of the refueling record of Frances Marsalis and Louise Thaden who, on August 14, 1932, embarked on a 196-hour flight to set a new women's endurance record. "The interesting part to me, and what I didn't have room for in the calendar, was that food and water were lowered by rope from another aircraft to theirs," she explained.

After they landed, the press covering the event asked them what they talked had about during the flight. Thaden answered the reporters, "How could we talk? Our ears were stopped with cotton to guard against the roar of that motor. We had to scream at the top of our lungs to make ourselves heard. We didn't average more than ten words a day."

"That quote brings home how courageous and dedicated those early aviators were," Hughes noted, "and how much sacrifice and hardship—financial, social, and physical—women endured to further aviation." Hughes already collected enough milestones and events to fill the sequel, the 2010 *This Day in Women's Aviation* calendar.

In addition to the 2009 *This Day...* calendar, Powder Puff Pilot offers a pink logbook, a T-shirt that explains *Why Women Prefer Airplanes* (to men), and a children's book *The Pilot Alphabet*, all designed to attract more women and girls to aviation. Hughes' children's book, which is just a few weeks from release, stars Claire Bear, a dashing aviatrix clad in a pink helmet, goggles, and scarf. A plush 18-inch Claire Bear and two more colorful tales of her adventures are under development for launch in 2009. Powder Puff Pilot products are available for retail sales at www.PowderPuffPilot.com and to pilot and museum gift shops by calling 720-256-3442.