



POWDER PUFF  
PILOT

...for feminine flyers

## New Children's Book for Aspiring Pilots

December 8, 2008, Aurora, Colorado – An upstart Colorado-based web retailer, Powder Puff Pilot, along with LifeVest Publishing, has announced the launch of a colorful children's picture book targeted to the next generation of pilots. Sue Hughes, owner of Powder Puff Pilot and a pilot herself, authored "*Claire Bear Presents... The Pilot Alphabet*" to introduce children, especially girls, to the thrills of aviation and empower them to pursue their dreams.

In the 30-page "*The Pilot Alphabet*," Claire Bear (*Ursus Aviatrix*) journeys from Alfa to Zulu in lyrical, rhyming fashion that helps children (and adults!) learn the pilot or NATO alphabet, formally known as the international radiotelephony spelling alphabet. Sanctioned by the International Civil Aviation Organization (ICAO) and Federal Aviation Administration (FAA), among other organizations, it serves as an international standard for radio communications. Air traffic controllers and pilots throughout the world use this phonetic alphabet to help them maintain a clear understanding of each other when communicating over the radio, regardless of their native language. It is also used by military, police, fire, and rescue personnel, as well as anyone else for whom a clear understanding of radio communications is vital.

"I envision '*The Pilot Alphabet*' being read by pilots to their children," Hughes explained. "It teaches a facet of aviation that young children can easily relate to and learn. It also helps children get more involved during flights with their parents." Rhyming lyrics in "*The Pilot Alphabet*" help children remember the word designated for each letter, such as:

*G is for Golf, where the ball takes flight.  
H is for Hotel, where you can spend the night.*

Whimsical, color-rich illustrations in *The Pilot Alphabet* are provided by International Illustrator's Wang DaiYu, a 23-year-old college student majoring in cartooning in China. In this, her first book, she tried to view her art through the eyes of a child, while striving to make every picture a "perfect picture of art." Studying Disney for years, her style is reminiscent of the early illustrations by the masters themselves. "I hope each child reading '*The Pilot Alphabet*' will not only like the illustrations, but experience the great fun world they depict," said Wang.

"*The Pilot Alphabet*" represents the first book in a series designed to attract more girls to aviation. An accompanying activity workbook and a second picture book, *Claire Bear's First Solo*, is scheduled for publication in the next few months. A third book, "*Claire Bear Explains... What Pilots Fly*," which depicts the wide range of planes available to pilots from seaplanes to tankers, is also under development.

Powder Puff Pilot was founded in November 2008 by Sue Hughes of Aurora, Colorado. For further information or to order Powder Puff Pilot products, visit [www.PowderPuffPilot.com](http://www.PowderPuffPilot.com) or call 720-256-3442.

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