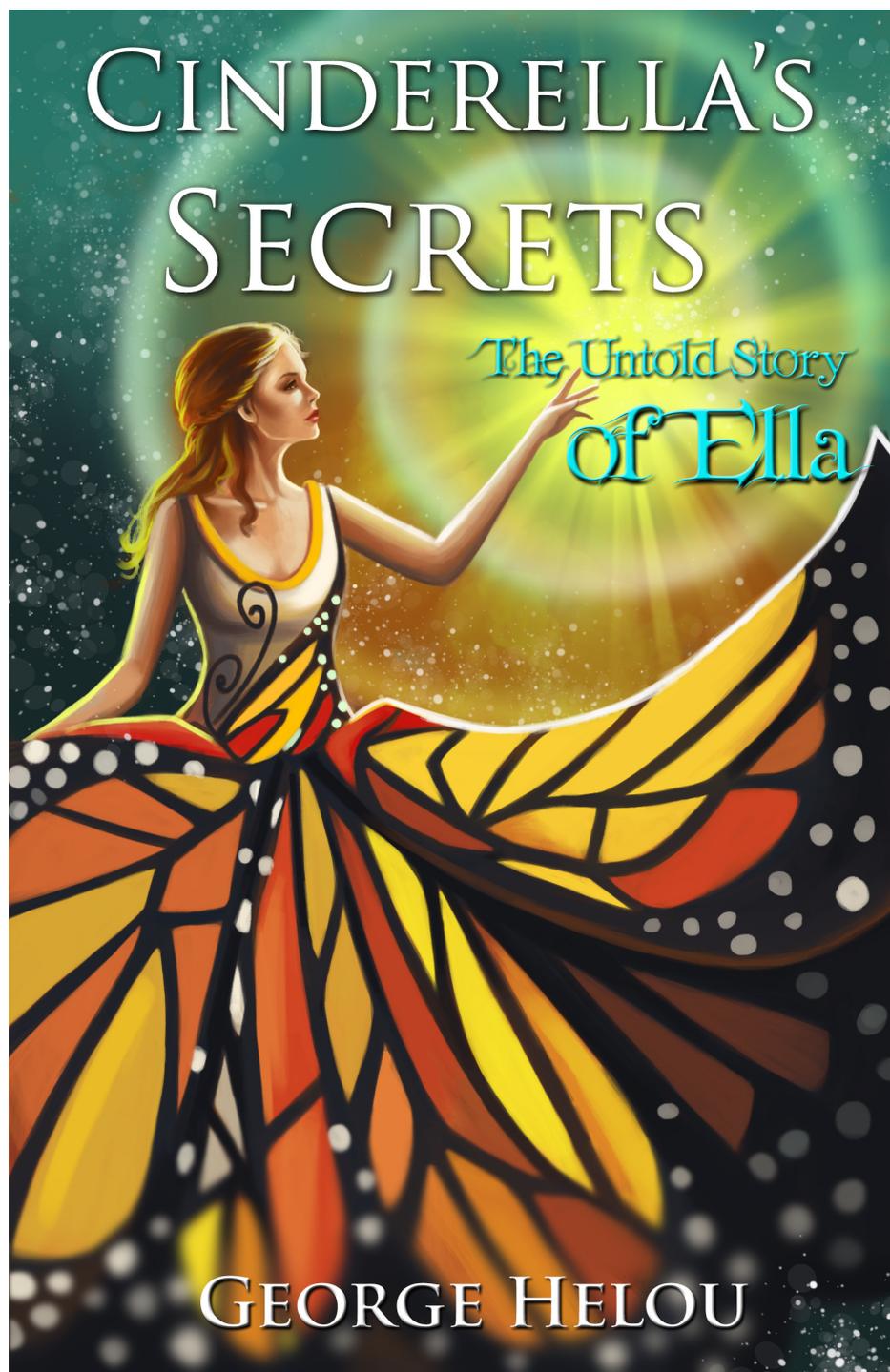


# SINCE UPON A VIEW

## MEDIA KIT

**"When fairytales meet reality"**



**Thank you for showing interest in  
Cinderella's Secrets - The story of Ella**

This media kit is packed with resources about the series Once Upon A View, including information about Cinderella's Secrets, the author George Helou, and how you access professional photos, illustrations, and the logo.

*If you need further information, please contact  
Sameera Afzaal, Communications Officer  
[afzaalsameera@gmail.com](mailto:afzaalsameera@gmail.com)*

# PRESS RELEASE



*Perth author George Helou was inspired to write a remarkably different version compared to the popular take on the classic Cinderella Fairy Tale, to empower children beyond bullying.*

After reading Cinderella to his young daughter, George became concerned by what he believed were defeatist and limited messages throughout the Classic Fairy Tale.

“The only way for Cinderella to solve her problems was to remain kind to her abusers and hope they would stop, then rescued by a Fairy Godmother and Prince. What kind of message is this sending to our children about how to handle bullying and hardship?” he asks.

“On the surface, it was about being nice and being saved, but an incredible story was hiding underneath that revealed it was Ella’s personal transformation that saved her.” Mr. Helou said.

“I revealed a hidden story to show how Ella reinvented herself and changed her life,” Mr. Helou said.



# Continued



The Perth Lord Mayor Ms. Lisa Scaffidi shared her views further on Mr. Helou's new take on an old tale saying, "It is about empowerment and belief in self. It's about believing in your ability and making the best of what you have. While everyone wants to fall in love and meet their prince; we are not reliant on another person to be the best version of our self."

**"This book [...] opened my eyes up to patterns that we all experience on different levels throughout our journey. Ella's ability to reinvent herself with the obstacles she faces is something I have experienced first-hand," said Ms. Jessica King, a 20-year-old beauty therapist.**

When asked who the story is for, Mr. Helou says "It's a hard question to answer. Anyone from 10 years and up who wants insights into how to deal with bullying and depression, rebuilding their self-esteem and living a more empowered life."

George's book, *Cinderella's Secrets – The Untold Story of Ella*, is the first book in his plan for a 'Once Upon a View' series.

*Cinderella's Secrets* is available on Amazon and Apple's iBooks, as well as selected bookstores around Australia.

- END -

# MEET GEORGE HELOU



“

I believe in magic - writing  
enables me to empower  
people's inner magic

”



# GEORGE'S STORY...



As a young boy; war, racism, bullying and low confidence were obstacles that impacted me personally. In my teenage years, I had a lot to be grateful for, but I was very confused about the cruelty and lack of common sense in the world.

I had also become someone who needed to have everyone approve of me, and this proved draining and costly throughout my young adult life.

I wrote this story to show that the magic within us is real. We have the power to change our destiny simply by removing misguided ideas about our identity and replacing them with ideas that restore our worth and capability.

My wish is that Cinderella's Secrets becomes a spark that initiates empowering and healing conversations between us.

My next wish would then be that it can also help improve the way we raise our future generations so that they are better equipped to handle setbacks, can thrive, and in doing so, can help create a better world.

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