



Be Different, Be YOU

MEDIA ADVISORY

Thought-provoking, life-changing, belief-busting book - *Be Different, Be YOU!* hits the streets next weekend.

(Greater Toronto Area – September 24th, 2007) – This book lives up to its name – *Be Different Be YOU!* invites readers to take a journey of self discovery that no other self-help or personal growth book does. It shows you that what may seem to be black or white in your existing world, can be colourful, magnificent and multi-dimensional, with just a shift in perspective.

Hitting the streets at Canada's largest book and magazine festival, Word on the Street next weekend, on Sunday, September 30th, *Be Different, Be YOU!* promises to elevate a new consciousness to what might actually be our realities. This travel-size book provides new lenses from which to see life in the first section and then follows with a practical guide for making the essential changes in habits and beliefs to live an extraordinary, fulfilled and values-based life.

First time authors and long time coaches and trainers, Patrick Rhein and Yvonne (Grace) Attard are proud to have created a book that will change the world, one person at a time. Rhein comments "It was important to me to bring a high level of self awareness to the masses so that we can discover and express our full potential. As a society, we have been taught to conform to a system that does not allow us to be aligned with our unique greatness. This book elevates that personal awareness so we can achieve and celebrate our most fulfilled lives." Attard adds this: "For those of us who are discovering our voices, our passions, our purpose, *Be Different, Be YOU!* gives us not only inspiration and hope but also practical tools and support to find it and live it."

The official book launch for *Be Different, Be YOU!* will be held in October. All media are encouraged to attend. Photo and story opportunities available.

Date: Friday, October 12th, 2007

Time: 7pm – 10pm

Place: The Waveroom, 67 Lakeshore Road East in Port Credit (above Lagoshore Restaurant)

RSVP: Email them at info@bedifferentbeyou.com or call Patrick at 416 919 8466 or Yvonne (Grace) at 416 909 7251