



## News Release



**Melody Boulay**  
Operation Kindness  
214-587-0930 (m)  
[mboulay@operationkindness.org](mailto:mboulay@operationkindness.org)

**Roy G. Miller**  
RGM Communications  
903-422-5117 (m)  
[rmiller@rgmcomms.com](mailto:rmiller@rgmcomms.com)

**April Berg**  
IKEA  
972-712-5591 x1336  
[april.berg@memo.ikea.com](mailto:april.berg@memo.ikea.com)

For Immediate Release

### **Plano calico cat goes “celebrity” at IKEA book-signing event in Frisco, June 14**

**PLANO, Texas—June 12, 2008**—Peanut, Dallas-Fort Worth’s most mischievous celebrity kitty, will preside at her first book-signing on Saturday June 14, 2008. She will make her debut at the IKEA retail store in Frisco. The book signing, from noon to 4 p.m., is in partnership with Operation Kindness and its pet adoption team.

The event showcases “My Secret Life as Peanut,” a recently published chapter book for ages five to nine. The book shares the true stories and secret shenanigans of Sassy, a coy, mischievous calico cat who leads a double life. The book’s ideal for all ages who wish to share in the fun of a cat’s neighborly adventures. During the IKEA event, authors Todd Friedman and Megan Andrews will sign books for anyone donating \$10 or more to Operation Kindness, plus offer free temporary tattoos of the famous feline. Sassy will make her special guest appearance at IKEA from 1 p.m. to 1:30 p.m., escorted by her owners Tim and Melinda Lennington, a Dallas police officer and a Frisco ISD Liberty High School teacher.

“Sassy aka Peanut, has communicated through her agent that this event is her first foray beyond the bushes, fences and backyards of her Plano neighborhood. She’s excited to help Operation Kindness, although she admits being a bit nervous,” said Friedman, co-author of the book. The new book, which launched June 4, is a story every parent, grandparent, teen, child and pet lover will enjoy.

“Operation Kindness is excited about our partnership,” says Sherwin Daryani, executive director of Operation Kindness. “This creative book promotes love of animals and helps raise awareness and funds to support our efforts.” IKEA’s Public Relations Manager April Berg, agreed.

“We’re proud to be the first site where Sassy debuts her new book,” said Berg. “Indeed, a star is born.”

“My Secret Life as Peanut” is 96 pages with 39 color photos or illustrations. Written from the cat’s perspective, readers gain insight into Sassy’s secret life as Peanut while also learning interesting cat facts and figures. The book is sold online at [www.CuriousCalico.com](http://www.CuriousCalico.com) and at [www.amazon.com](http://www.amazon.com).



## News Release

### Event Details

- WHO:** Sassy aka Peanut, the calico cat from Plano, Texas, who stars in the new book, “My Secret Life as Peanut.”
- Operation Kindness personnel and pets for adoption
- Book authors Todd Friedman and Megan Andrews of Plano, Texas
- WHAT:** Book-signing event with donations going to Operation Kindness, a no-kill animal shelter in Carrollton, Texas.
- WHEN:** 12 p.m. to 4 p.m., Saturday June 14, 2008
- Note: Sassy the calico cat will be at the event from 1 p.m. to 1:30 p.m. ONLY*
- WHERE:** IKEA main entrance  
7171 IKEA Drive  
Frisco, Texas 75034
- WHY:** To support Operation Kindness and animal welfare, and to showcase “My Secret Life as Peanut,” a new book published June 4 that is easy to read, and fun too! For kids ages five to nine, and for adults, parents and grandparents ready to share in the fun and adventure.
- MORE INFO:** [www.CuriousCalico.com](http://www.CuriousCalico.com)
- CONTACT:** Roy G. Miller, 903-422-5117 (m) or [rmiller@rgmcomms.com](mailto:rmiller@rgmcomms.com)

### About Operation Kindness

Operation Kindness, founded in 1976, is the oldest and largest no-kill shelter in North Texas. It has saved more than 45,000 animals since its inception, and cares for an average of 150 to 200 animals every day. More than 2,500 dogs and cats are adopted from Operation Kindness each year. Operation Kindness, based in Carrollton, Texas, is a 501(c)(3) nonprofit organization and receives no government funding. All income is generated through individual and businesses donations, adoptions, fundraising events and the sale of pet-related merchandise. Its mission is “to provide quality care for homeless or unwanted cats and dogs in a compassionate, no-kill environment until they are adopted into responsible, loving homes, and to be a leader in our community in promoting humane values through education and awareness.” For more information, visit [www.operationkindness.org](http://www.operationkindness.org), or call 972-418-PAWS.

### About “My Secret Life as Peanut”

Written by Todd Friedman and Megan Andrews, a husband-wife team in Plano, Texas. The book is published by Wild Icon Publishing Group, For more information, visit [www.CuriousCalico.com](http://www.CuriousCalico.com).