



News Release

PLANO CAT'S "SECRET LIFE" REVEALED!!



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Calico cat with a secret life donates June 4 book profits to Operation Kindness

PLANO, Texas—June 3, 2008—“My Secret Life as Peanut,” a true animal tale featuring a curious, covert, and mischievous calico cat living a double life, will be released June 4. The authors are donating 100-percent of all June 4 book profits to [Operation Kindness](http://www.OperationKindness.org), the largest no-kill animal shelter in north Texas. The book is available at www.CuriousCalico.com.

Authored by Todd Friedman and Megan Andrews of Plano, Texas, “My Secret Life as Peanut” is based on the true story and shenanigans of Sassy, a next-door neighbor’s calico cat. The book is written for early readers, ages five to nine, but offers just as much fun and entertainment for parents, grandparents, family members and animal lovers.

“What began as our neighbor’s coy calico cat visiting our house became this unbelievable adventure in writing and pictures,” said Friedman. “Since Sassy, aka Peanut, was originally adopted by our neighbors, we chose to partner with Operation Kindness and contribute **all** first-day profits on June 4. We urge everyone to order the book and promote the cause of animal welfare and adoption,” said Andrews.

“Operation Kindness is excited about this partnership,” says Sherwin Daryani, executive director of Operation Kindness in Carrollton, Texas. “This creative book promotes love of animals and helps raise awareness and funds to support our efforts.”

The book 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. For example, did you know that in the animal kingdom only monkeys are smarter than cats? Retail price for “My Secret Life as Peanut” is \$12.95. After June 4, a portion of all book sale proceeds will be donated to various partner animal charities. The book may be found at www.CuriousCalico.com and purchased on Amazon.com.



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Todd Friedman and Megan Andrews, Plano husband and wife, began crafting the story in April 2007. The book is published by [Wild Icon Publishing Group](#) of Plano. Friedman is a graduate of the United States Military Academy at West Point and former U.S. Army major. A seasoned sales and marketing veteran in commercial and consumer markets, Friedman is responsible for the sales and marketing of “My Secret Life as Peanut.” Andrews, a graduate of [Pepperdine University](#), is an EDS employee with expertise in project management, training development and delivery.

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 business 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, or call 972-418-PAWS.

For more information about “My Secret Life as Peanut,” contact peanut@CuriousCalico.com, or visit www.CuriousCalico.com. For media inquiries, contact Roy G. Miller at rmiller@rgmcomms.com, or at 903-422-5117.

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EDITOR’S NOTE:

- COLOR PHOTOS & ILLUSTRATIONS ARE AVAILABLE UPON REQUEST
- ONLINE PRESS KIT OF INSIGHTS, FACTS & MORE IS AVAILABLE AT CURIOUSCALICO.COM.