



Janet Lynn Kassalen, Author

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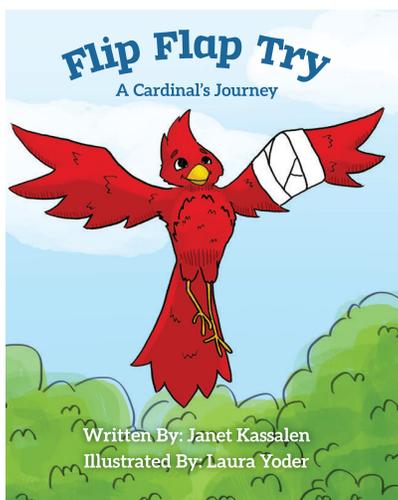
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Press Release

Author Janet Kassalen releases new book packed with a message of persistence and empowerment for both children and adults.

What do a young cardinal, a grouchy squirrel, and a kindly a(u)nt have in common? They are all characters in a children's book entitled, *Flip Flap Try . . . A Cardinal's Journey*."



July 7, 2017 | Morrow, Ohio | Speaker and writer Janet Kassalen's new children's book with an adult message, teaches us to use our strengths and soar rather than giving into the expectations of society about what we should do.

Flip Flap Try . . . A Cardinal's Journey has an underlying message for everyone - it doesn't matter your age: keep searching until you find the job or task you like doing each day. Part of finding the job you like includes knowing your unique capabilities and weaknesses and once you figure those out, it helps you find a job that suits you.

How many seniors in high school go straight to college because it's the thing to do? How many children are guilt-driven or shamed into doing something they dislike instead of something they enjoy?

Kay Fittes, CEO of High-Heeled Success, wrote "*Flip Flap Try* is a book that should be a gift for every child. Imagine what our world would be like if every person were empowered to find the career that used their strengths every day! If the shame of moving to find the right 'fit' were removed, as adults we would find our self-esteem, productivity and sense of purpose soar. Not only is *Flip Flap Try* going to be on my gift-giving list for children, it will be a book purchased for my clients who are struggling to find their dream job."

Everyone is invited to attend local author, Janet Kassalen's book launch and reading Friday, July 7, 2017, at Farbach-Werner Nature Preserve at 3455 Poole Road, Cincinnati, OH 45251. A parking pass is necessary (\$3/day or \$10/year). Besides having the opportunity to meet the author and buy one of the first signed copies of *Flip Flap Try*, you may purchase a stuffed cardinal at the gift shop, as well. Wear your hiking boots if you wish to hike some trails before or afterwards. Children attending the book launch will receive a walnut from which they can build a toy sailboat.

Light refreshments will be provided.

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To learn more about Janet Kassalen, please go to www.janetkassalenaauthor.com