

8 January 2025

## MEDIA RELEASE

### **‘DEAR FRIEND’ BOOK**

#### **A Warm Hug for Your Heart & Soul**

Christina Marie Giuffré, a Perth-born author now based in Gibraltar, has launched her heartfelt self-help book, *Dear Friend: A Warm Hug for Your Mind & Soul*, available worldwide on Amazon.

Written like a letter from a dear friend, the guide encourages compassion, courage, and a sprinkle of humour when navigating life's ups and downs. *Dear Friend* is for anyone who feels like life's game of musical chairs has left them standing alone; offering the seat you've been waiting for—a place where you belong exactly as you are.

#### **Rooted in Australian Values**

Christina is a certified coach, speaker, and advocate passionate advocate for diversity, equity, inclusion, and belonging, with over 20 years of experience. Christina, who moved to UK Territory: Gibraltar in 2019, credits her Australian upbringing—primarily in Perth but also Melbourne—for shaping her core values of resilience and connection, central to the book's message.

“My Australian roots shaped how I see the world. Growing up in Perth, surrounded by stunning beaches and a close-knit community, I learned the importance of inner strength and genuine connection—values at the heart of *Dear Friend*,” Christina says.

#### **Community Spirit**

The launch in Gibraltar not only brought people together but also gave back, with £2 from each book sold in Gibraltar donated to Cancer Relief. Christina is now looking to expand her charitable efforts to include Australian causes close to her heart.

“Giving back is an essential part of my mission,” Christina says. “I hope to make a meaningful impact on the communities in Australia like Perth and Melbourne that shaped me.”

#### **An Evening of Inspiration:**

Christina gave a heartfelt speech about the journey of writing *Dear Friend*; reflecting on how the book was mostly written during her time in oxygen therapy (for a knee injury) taking pen to paper in a hyperbaric chamber, a setting that turned out to be an unexpected space for creativity and reflection! The author also spoke about the emotional inspiration behind the book, including the unconditional love of her husband Mark, and the loss of her rescue dog, Sunny, whose memory is honoured through one of the book's cute cartoon characters.

**What's Next?** Christina is currently writing a children's book that will explore themes of diversity, inclusion, acceptance, and belonging, while tackling important issues like bullying. She also looks forward to expanding *Dear Friend's* digital tools to bring its message to an even broader audience.

#### **Innovative Ways to Connect:**

The book's creativity doesn't end with its pages.

- **The Custom Chatbot:** Mirroring the book's warm tone, this AI companion offers readers a safe space to explore their emotions. Currently in beta (on ChatGPT).
- **The Theme Song:** An uplifting, AI-assisted musical creation. It's very catchy!

### Quotes

- "Dear Friend' is a profound and relatable guide for anyone feeling lost in life's chaos. Christina, with warmth and authenticity, shares her personal journey, creating a safe space for readers to explore their emotions and experiences. This book struck a perfect balance between practical tools and light-hearted humour, offering actionable strategies that helped me combat self-doubt and enhance my emotional well-being. Each chapter is filled with insightful anecdotes that remind us we are not alone in our struggles. It celebrates diversity and encourages readers to embrace their unique identities, fostering self-compassion and resilience. Personally, this book provided me with the support I needed during a challenging time and motivated me to rediscover my purpose. A comforting hug in book form, this inspiring guide is a must-read for anyone seeking encouragement on their journey!" ~**Leah Carnegie | Chief People Officer Lottoland**
- "I loved the simplicity of the book and the different prompts and ideas and suggestions it gave me. It really did feel like it was a Dear Friend. It was easy to pick up when you had a few minutes to spare." ~**Brenda Cuby | CEO GibSams**
- "Launching *Dear Friend* has been a truly heartwarming journey. This book feels like a cozy hug for anyone navigating life's twists and turns—a reminder that you are never alone and always enough. My greatest hope is that it offers the comfort of a dear friend and the courage to take one step forward, one page at a time. Thank you to everyone who has embraced this message and helped share it with the world." **Christina Marie Giuffré | Author**

### Media Downloads

- **Synopsis:** Detailed summary of the book, key themes and structure.
- **Summary:** Brief blurb about the book.
- **Short 1-Liners:** Statements that can be used to promote the book.
- **Author Bio:** Key background on the author.
- **Video/Images:** 2D Book Cover, 3D Book Cover, QR Code, launch images & video.

-ENDS-

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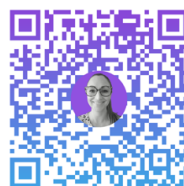
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