

5th December 2024

MEDIA RELEASE

‘DEAR FRIEND’ BOOK

A Warm Hug for Your Heart & Soul

Christina Marie Giuffré’s inspiring self-help book, *Dear Friend: A Warm Hug for Your Mind & Soul*, launched in style on December 5th, 2024, at a sold-out event at The Wine Shop in Gibraltar. Over 35 attendees gathered to celebrate this heartfelt guide (written like a letter from a dear friend), which 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.

Community Spirit

Guests at the event shared touching stories about how they connected with the book’s themes of self-love, emotional resilience, and hope. The launch not only brought people together but also made an impact before the first glass of wine was poured, as part of an ongoing initiative where £2 from each copy sold locally supports **Cancer Relief Gibraltar’s** vital work. “*Cancer Relief is a charity close to my heart and I am happy to share that we made a total of £571 on the night for Cancer Relief from book, raffle and merchandise sales plus donations!*” Said **Author Christina Marie Giuffré**.

An Evening of Inspiration:

Christina, an Australian that now calls Gibraltar home, is a certified coach, speaker, and advocate passionate advocate for diversity, equity, inclusion, and belonging, with over 20 years of experience. She 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 hopes to continue building on the momentum of *Dear Friend* with plans to write a children’s edition, focusing on themes of self-kindness and embracing differences. She also looks forward to expanding the book’s digital tools, bringing 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

- "It has been wonderful working with Christina, and we are truly grateful for her kindness and generous support for our charity. Her book, 'Dear Friend,' is not only offering a heartfelt guide to hope and resilience but also supporting Cancer Relief by donating £2 from each book sold in Gibraltar to our vital work, to support people impacted by cancer. Christina, we wish you every success with the launch of your first book—first of many, I'm sure! May it inspire and bring hope to all who read it, creating a meaningful impact in Gibraltar and beyond." **Gráinne McKenna | Cancer Relief CEO**
- "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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Book a Meeting: https://calendly.com/christina_giuffre/45min

Book Website: www.mach.global/dearfriendbook



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