

MEDIA RELEASE

‘DEAR LITTLE ONE: YOU’RE PERFECT AS YOU ARE’

Perth-Born Author Expands Her Message of Self-Love with New Kids’ Book Set in Gibraltar

Australian Christina Marie Giuffré, a passionate advocate for **diversity, equity, inclusion, and belonging** (DEI&B), released her first book *Dear Friend: A Warm Hug for Your Mind & Soul* in December 2024 and she couldn’t have imagined how widely its message would resonate. From professionals to teenagers, readers connected so deeply that many bought multiple copies to gift to friends, and the book is now stocked in Gibraltar and available globally via Amazon. The book also received a review from bestselling author Nir Eyal whose work has shaped how we understand focus, habits, and behaviour. He’s been featured in the *Harvard Business Review*, *Time*, and *The New York Times*, so to have him reflect on *Dear Friend* in this way meant a lot.

“Feeling overwhelmed? This warm, insightful book is the comforting friend you didn’t know you needed, ready to gently guide you through life’s toughest emotions. Christina Marie Giuffré delivers practical tools wrapped in compassion—perfect for finding peace when life gets messy.” ~Nir Eyal | Bestselling author of *Hooked* and *Indistractable*. — **Nir Eyal**, Bestselling author of *Indistractable* & *Hooked*.

Community Impact

With **£2 from every local copy** of *Dear Friend* donated to **Cancer Relief Gibraltar**, the project has already raised **almost £400** to support those affected by cancer. It was this community connection and heartfelt response that inspired Christina to reach even younger hearts.



New Children’s Book

Dear Little One: You’re Perfect As You Are is Christina’s latest creation — a whimsical, heartfelt picture book designed to help children aged 4–10 understand their feelings, navigate bullying, and celebrate what makes them different. Set in a magical woodland imagined atop the real-life **Rock of Gibraltar**, the story brings together local flavour and universal themes.

One of the stars of the story is **Sunny Sun Dog**, a kind-hearted pup inspired by Christina’s own rescue dog, who passed away in 2024. After some unkind comments from a seabird, Sunny starts comparing himself to others and he begins to feel ‘not enough.’ But with a warm hug, a cup of hot chocolate, and a few wise words from his dear friend **Sheepito**, Sunny learns the most important truth: being yourself is more than enough. The book also includes **gentle affirmations and reflection questions**, making it a valuable tool for **Social-Emotional Learning (SEL)** at home or in schools. Thank you to **support by the Ministry of Culture**, His Majesty’s Government of Gibraltar in printing the book.



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Launch Event

A joyful **launch party** is being planned in Gibraltar on the 12th September in collaboration with the Growing Artists Programme — with storytelling, activities, and character-inspired surprises for little readers. Event details to follow. More details: <https://www.mach.global/launchparty.html>

About the Author: Christina Marie Giuffré is a certified coach, speaker, and advocate for DEI&B, with over 20 years of experience helping individuals and organisations thrive. As a queer, neurodivergent woman living with ADHD and past experiences of depression, anxiety, and PTSD, Christina draws on her personal journey to inspire others to embrace resilience and self-compassion. Originally from Australia, Christina now calls Gibraltar home.

About the Illustrator: [Otavio Valoês](#) is a Brazilian illustrator and animator based in São Paulo, whose vibrant, character-driven work brings warmth and emotion to children’s stories across books and media.

Where to Buy

 *Dear Little One: You're Perfect As You Are*, will be available at:

- **Amazon** (worldwide)
- **Gibraltar:** Morrisons, Possabilities, Gibraltar Heritage Trust & BookGEM.

Quotes

- “My goal with *Dear Friend* was to create something real and heartfelt. After losing my beloved furry friend Sunny earlier this year, writing became my way to honour his memory, and you’ll find his cheeky cartoon-self popping up throughout the book,” shares Giuffré. “It’s like sitting down with a dear friend who knows exactly when to offer a warm hug, chocolate or a burst of laughter. If you’ve ever doubted your self-worth, this book is your reminder that you are worthy, loved, and more than enough.” **Christina Marie Giuffré | Author**
- “Self-compassion is crucial, especially in a world that often demands we be perfect,” adds Giuffré. “This book is about celebrating diversity—not just in the workplace, but within us. It’s about learning to see our imperfections as part of what makes us beautifully human.” **Christina Marie Giuffré | Author**
- “Feeling overwhelmed? This warm, insightful book is the comforting friend you didn’t know you needed, ready to gently guide you through life’s toughest emotions. Christina Marie Giuffré delivers practical tools wrapped in compassion—perfect for finding peace when life gets messy.”
~**Nir Eyal | Bestselling author** of *Hooked* and *Indistractable*.

Media Downloads: www.mach.global/dearfriendmedia.html

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For further info please contact:

Christina Marie Giuffré | Author & Director MACH Coaching & Consulting

e: christina@mach.global **p:** +34 600 85 47 49

w: mach.global **s:** [LinkedIn](#) | [X](#) | [Facebook](#)

Book a Meeting: https://calendly.com/christina_giuffre/45min

Book Website: www.mach.global/dearfriendbook



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