

## MEDIA RELEASE

### **'DEAR UNIQUE ONE: LET'S EMBRACE NEURODIVERSITY!'**

#### **Exciting New Book Launch in Gibraltar**

In a world that often feels overwhelming, a joyful new book is offering something many people quietly long for — a gentle space to slow down, feel safe, and remember they are already enough.

**Dear Unique One: Let's Celebrate Neurodiversity** is the third book in the *Dear Friend* series by Christina Marie Giuffré. It's a light, heartfelt read written for neurodivergent children, adults, and the people who support them. Created in collaboration with PossAbilities Gibraltar (with proceeds supporting the charity), the book celebrates the unique beauty and spirit of the Rock as a backdrop for a message of inclusion, belonging, and self-worth.

"This book is for every child who feels different, and every adult who wishes they'd heard these words sooner. Neurodiversity isn't something to fix — it's something to embrace." — *Christina Marie Giuffré*,

#### **Launch Event Celebration**

A warm and inclusive launch party will be held at PossAbilities Gibraltar. Expect storytelling, character activities, and playful neurodiversity-affirming fun for people of all ages and abilities.

📍 **Full event details and RSVP:** [www.mach.global/launchparty](http://www.mach.global/launchparty)

#### **A Pocket Companion for Calm: The Dear Friend App**

Alongside the book comes the new Dear Friend app — a pocket-sized tool designed to support emotional wellbeing through daily check-ins, journaling, affirmations, and mini-games like *Pet Sunny* and *Count Sheepitos*. For all ages and abilities, it offers a simple, calming way to reflect and recharge, wherever you are.

#### **Books That Opened Hearts**

Christina's debut book, *Dear Friend: A Warm Hug for Your Mind & Soul*, was released in December 2024 and quickly found a devoted global audience. With heartfelt messages on emotional wellbeing, it resonated with readers from teenagers to CEOs—and raised over £500 for **Cancer Relief Gibraltar**.

In mid-2025, she released *Dear Little One: You're Perfect As You Are*, a whimsical picture book to help children understand emotions, handle bullying, and celebrate difference. Set in a magical woodland atop the Rock of Gibraltar, the book was printed with support from the Ministry of Culture, HM Government of Gibraltar.

**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, WH Smith Gibraltar Airport, Gibraltar Heritage Trust & BookGEM.

**Quotes**

- **Government:** “Christina perfectly captures the concept - and acceptance - of uniqueness with a lovable choice of characters and such true-to-life references to much of what is Gibraltar, its locations and environment. Otávio's warm illustrations, which I can only describe as 'shunísimo' in my native Llanito, add to the feel of the book, which makes an important contribution to Gibraltar's literature for the younger generations. I expect a lot more to come from this team, and I simply can't wait!.” **Hon Prof John Cortes | MP Minister for the Environment, Sustainability, Climate Change & Education Gibraltar**
- **Celebrity Author (About Dear Friend):** “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.**
- **Author:** “This book was written for children and neurodiverse adults who benefit from light, heartfelt stories that are easy to read but meaningful to absorb. The message is simple but powerful: you are worthy, just as you are. And what better place to celebrate uniqueness than Gibraltar, with all its diversity, colour, and spirit?” **Christina Marie Giuffré | Author**
- **Author:** “PossAbilities has been a huge inspiration for this book. They've created a space where neurodiverse individuals feel safe, valued, and included—exactly what *Dear Unique One* is all about. I'm so grateful for their collaboration and in ensuring these messages reach the hearts of many. This is not just as a book, but as a tool to celebrate self-worth, diversity, and the vibrant community we have here in Gibraltar.” **Christina Marie Giuffré | Author**
- **Charity** “*Dear Unique One* came out of a really natural collaboration with Christina. After the success of *Dear Little One*, we started chatting about the possibility of a follow-up that would speak more directly to neurodiversity. It was important to us that the story reflected Gibraltar's local character while also being accessible and affirming for our community. We're proud to have supported a book that's gentle, joyful, and truly inclusive.”— Nicole Buckley, Managing Director, PossAbilities

**Media Downloads:** [mach.global/dearfriendmedia](http://mach.global/dearfriendmedia)

**-ENDS-**

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