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FOR IMMEDIATE RELEASE

Local children's author available to discuss Childhood Cancer Awareness Month

Florida Author, Sherry North, launches her fall 2010 release this month

MOUNT PLEASANT, S.C. (August 26 , 2010) –With Childhood Cancer Awareness Month coming up in September, now is the time to book an interview with author Sherry North. She's a medical journalist and author of the new children's book, "Champ's Story: Dogs Get Cancer Too!" The book helps children understand cancer through the story of a boy and his dog. Sherry has experience speaking on television and radio and can discuss resources for families who are facing cancer.

North will officially launch her book at the annual Gilda's Club Childhood Cancer Awareness Month Event on September 24. She will read and sign copies of "Champ's Story: Dogs Get Cancer Too!". North will also attend another Gilda's Club event on September 15 where she will read "Champ's Story". North plans to have additional readings at local children's hospitals, cancer centers and schools around Florida throughout the year.

Sylvan Dell Publishing, a small, independent publisher in Mount Pleasant, S.C., publishes "Champ's Story". In the book, a young boy learns that his dog, Champ, has cancer. While Champ undergoes the same types of treatments and many of the same reactions as a human under similar circumstances, his young owner becomes a loving caretaker. Sherry North turns this serious subject into an empathetic story that young children can understand.

A former medical producer for CNN Headline News, North has written and produced a number of award-winning medical documentaries for public television, and she currently contributes to WebMD. In the children's book realm, she has written "Because You Are My Baby" (Winner of a 2008 NAPPA Gold Award), "Because I Am Your Daddy", "Sailing Days", and "The School that Sank"

"Champ's Story" and an accompanying stuffed animal golden retriever are an educational and awareness initiative of the ASCEND Foundation, a volunteer 501(c) (3) registered non-profit with a track record of initiatives designed to make a measureable differences in the battle against cancer. To learn more about ASCEND and the "Cancer Companion" program contact Jessica Travis at 843-225-4055 or visit <http://www.ascendfoundation.org/>

For more information regarding "Champ's Story: Dogs Get Cancer Too!" and Sherry North visit:
<http://www.sylvandellpublishing.com/ChampStory.php>

Contact Caroline Harris with any other questions:
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About Sylvan Dell Publishing

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