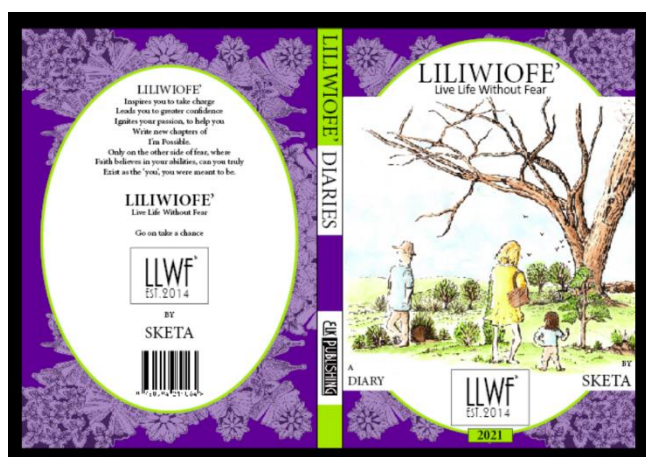


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ELK Publicity Dept.
contactus@elk-publishing.com
www.elk-publishing.com

ELK Publishing Launches Inspirational LILIWIOFE Diaries

2021 is the new era for ELK PUBLISHING - with the release of their first, annual publication of the inspirational - LILIWIOFE Diaries.



'LILIWIOFE' is an acronym for 'Live Life Without Fear' - a diary that enables timid individuals to push past the debilitating fear of: fear itself; success and somehow not being good enough to bring an idea to fruition. It inspires individuals to take charge of their lives; leads them to greater confidence; re-ignites their passion and their belief in the impossible – a phrase coined by the late Audrey Hepburn who once stated, *"the word itself says 'I'm Possible!'"*

Designed out of personal necessity and in dedication to Sketa's late father, who passed away from cancer in 2014; creation of the diary gave Sketa a new found strength to push past her barriers of pain and loss, enabling her to achieve that which she deemed 'impossible'.

The 2021 hardcover diary went on sale at A\$26.95 - in late November, while the 2022 diary is expected to hit bookstores early in the New Year. CEO and founder - Selina Kucks a.k.a. Sketa stated, *"...with the onslaught of CoVid across the globe, there will be many individuals who like me, will need a little help getting started, again."*

The diary uses the power of: daily quotes, hashtags and the comfort of Instagram to support like-minded individuals - who will in effect, ensure accountability for making dreams come true.

"We are the Fairy Godmothers to wishes granted and yes, it is a wonderful way to safely hold each other's hand through the whole process. It encourages individuals to push past those fears and doubts to just - 'make it happen' - with a little help from the #liliwiofe family.

'We are already taking orders for the 2022 diaries and as soon as they arrive on my desk for proof, we'll be able to presell next year's diary.' They will be available in select, retail stores and of course, through www.elk-publishing.com. "I can't think of a better way to support those doing it tough, than to just gift a diary to a friend."

You've got this! **#makeithappen #liliwiofe**

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About ELK Publishing

ELK PUBLISHING is an Australian grown, independent publishing house of *Children's and Educational Literature*. It strives to provide families, schools and teachers with direct access to unique and exceptional quality in children's literature at affordable prices.

It avidly promotes '*Literacy Starts at Home*', '*Author School Visits*' and the '*Gift a Book*' programme. All aim to encourage greater enjoyment, participation and enhanced interest in reading and literary pursuits. It works toward stamping out illiteracy across nations; pursues the development of creative literature and seeks to improve literacy rates from an early age.

ELK PUBLISHING also offers alternate, affordable fundraising opportunities to schools, to grow their book collections.

ELK PUBLISHING offers a *growing* array of children's novels; short stories, illustrated books for young and intermediate readers, children's series books, progressive English readers, teacher display books and educational resources. This is a work in progress and like anything good, it takes time to build a quality selection of products.

We hope you enjoy our literature - stay with us and watch us grow.

For more information on this press release visit:
www.elk-publishing.com

ELK Publishing
Press and Publicity Officer
Phone: +61 0475 923 670
E-mail: contactus@elk-publishing.com
Web: www.elk-publishing.com



Founder & CEO - Selina Kucks

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