



FOR IMMEDIATE RELEASE

Contacts: Lauren E. Garvey
Miss O & Friends™
lgarvey@missoandfriends.com
201-566-4972/914-333-0111

OLD SAYBROOK TWEEN GIRL WINS WRITING CONTEST AND ATTENDS MISS O & FRIENDS BIRTHDAY CELEBRATION

ONLY OLD SAYBROOK WINNER SELECTED FROM THOUSANDS OF ENTRIES NATIONWIDE

(June 18, 2007) Old Saybrook, CT,—Old Saybrook resident Jillian Noyes (10) was selected as the winner of a recent writing contest hosted by Miss O & Friends By Girls ... For Girls® the only lifestyle brand created and managed “by girls...for girls,” ages 8-14.

Jillian attended a special event, last weekend in Old Greenwich, CT, which was held in celebration of the 13th birthday of the real “Miss O.”

To win a pass to the live event, Jillian’s essay “Why I Want to Attend Miss O’s Birthday,” was selected by the Miss O & Friends website community. Thousands of essays across the nation were submitted for voting. The top 12 essays with highest percentage of votes were invited to attend Miss O’s Birthday celebration; to hang with Miss O & Friends and get “free stuff ,” like Miss O stickers and autographed copies of the Miss O & Friends novels.

12 tween girls from the Northeast were selected. Jillian was the only tween youth selected from Old Saybrook, where she spoke to the attendees about her essay and received Miss O Friends’ books, stickers and stationery. Other girls selected to attend came from Hamden, Madison, Shelton, Manhattan and Westchester County, NY and New Jersey..

Jillian also met the real Miss O & Friends girls, including: Juliette Brindak, 18-year old co-Founder of Miss O & Friends, Harlie Brindak, cousin to Miss O, birthday girl, Olivia (sister to Juliette Brindak) , and New York tween, Marissa Ditkowsky, a contributing writer to the Miss O & Friends™ book “*Write On!: The Miss O & Friends™ Collection of Rockin’ Fiction,*”

original poems and fiction, written by girls ages 10-14 from around the world currently being sold on Amazon.com, Target.com, Walmart.com and bookstores nationally including Border Books.

At the event the girls learned about Miss O Music™ a new initiative starting in July, where tween girls nationwide will have the chance to upload their own original songs online at www.missoandfriends.com for voting among the Miss O & Friends website community. Winners will have their original songs recorded by a Top-Rated “A-Line” producer and included in a custom compilation CD with famous, established popular recording artists.

To announce Miss O Music, attendees were entertained by original singer/songwriter, 12-year old, Tori Green, from Manhattan. Tori is studying under voice coach, Boris Buriev, who has helped launch the careers of Alicia Keyes and Karina Pasian, who was just signed by Jay Zee’s Deaf Jam label. Green’s performance inspired many girls at the event and energized them about the new Miss O Music initiative. In fact, at the event, girls were given the chance to perform and Jillian did and received resounding applause. Girls were also given the chance to get up and speak and it was an opportunity for girls to exchange email addresses and make new friends.

John Boylan, a Miss O & Friends Partner and well-known record producer, will spearhead the Miss O Music™ initiative. From Epic Records and now an independent record producer, John has produced over 50 albums, selling more than 40 million records. Boylan, launched the careers of many superstars including Linda Ronstadt, the Eagles, Charlie Daniels, REO Speedwagon and Carly Simon. Boylan is also well known for his achievements in children’s music on the hit animated TV show, “The Simpsons” followed by his work with Jim Henson’s legendary Muppets, “Kermit Unpigged” and “Elmopalooza!” earning him a Grammy for Best Musical Album for Children.

According to Juliette Brindak, co-Founder & Chairperson for Miss O & Friends, “Everything we do is directed by our website community of tween girls, who tell us they want to meet us in person and that they love singing. We were thrilled to host this special event, where we celebrated Miss O’s birthday, and unveiled details on our exciting new initiative, Miss O Music, giving ‘regular’ tween girls the opportunity to get their original tunes recorded, pressed and sold. This is just like what we did with one of our books, “Write-On,” where 15 girls earned the right to have their original stories published.

ABOUT MISS O & FRIENDS™

At age 10, returning from a family vacation, co-founder Juliette sketched out Miss O & Friends as an act of play without the faintest notion of it becoming a business. Over five years Juliette, her sister (Miss O), some friends and their art director/artist mom Hermine, evolved this organic, authentic tween world, based on Juliette, Miss O, their cousin Harlie and “friends” Justine and Isabella.

Hip (yet age appropriate), wholesome (but not Pollyanna-ish), we fill the void for tween girls who have outgrown Barbie® and are not just ready for Britney. Through www.missoandfriends.com, tweens can play, create, learn, ideate, exchange ideas, get help, compare experiences, get published and much more - all within a safe non-chat environment. Our goal is to help girls build a sense of self and self esteem so they'll be less likely to fall prey to the pressures of fitting in and being popular.

Now eighteen and a bonafide entrepreneur, co-founder Juliette is managing editor for the website, spokesperson for the company, a reporter for TDMonthly Magazine and syndicated columnist for

“KidsCounsel;” our “Dear Abby” style website column for tweens, which also appears in the Family section of the McLatchy newspaper network, comprised of over 700 newspapers worldwide.

Products featuring the “girls” are available through books, syndicated content and licensing agreements, selling at major retailers including Claire’s Stores, Meijers Stores, and bookstores across the country, other retail outlets and on the Internet at www.shopmissoandfriends.com. Featured products include notebooks, journals, keychains, buttons, pens, lanyards, address books, back-to-school stationery, winterwear, activity books, novels, t-shirts and hoodies. Visit www.missoandfriends.com/company to learn more about our company.

Miss O & Friends™ is a trademark of Hermine Design Group. All other trademarks are the property of their owners.

###