



Author Partners with the Sunshine Kids Foundation Helping to Promote Understanding and Compassion for Children with Cancer

CHICAGO, June 26, 2012—Windy City Publishers is proud to announce the publication of their new children’s book called *When Billy Went Bald*. For children ages four to eight, this book was written by Julie C. Morse with her son Greg Mikrut, and draws from Greg’s own childhood cancer experiences to help children better understand cancer through the eyes of a little boy in the midst of treatment.

“Nearly everyone knows someone with cancer today, young or old, but too often we don’t include children in the conversation. It’s often all very hush-hush,” said Morse. “I wanted to create a book to help young children better understand the cancer journey in a non-threatening, helpful way.”

Greg is now grown and healthy. But Morse, a newspaper writer and realty expert, chose to revisit this difficult period in their family’s past when she discovered that she still couldn’t find a children’s book on childhood cancer, even though two decades had passed since she desperately needed such a resource herself. Her work has already been rewarded with the support of experts in the publishing, educational, and medical fields.

Midwest Book Review recently issued advance praise for the book, which debuts on shelves August 14:

When Billy Went Bald is a children’s book about a boy who has cancer. It is cheerful, upbeat, honest, and factual. The author writes from her experience as a parent of a boy who survived his childhood cancer diagnosis and treatment. (The book) encourages children to look beyond surface differences and find a compassionate way to reach understanding and acceptance of others who may be suffering. When Billy Went Bald is an exceptional contribution to the field of children’s health and education.

Ms. Morse’s vision is to place a copy of the book on the shelves of every school, and to fill the enormous void for this type of story. She is encouraging fundraising groups and service clubs to buy copies of the book to donate to financially strapped schools and libraries. Her dedication is further fueled by the inspired work of the Sunshine Kids Foundation, which she chose as her charitable partner for the book. The majority of the book’s proceeds benefit the national non-profit and its life-enhancing work for children with cancer. (Visit www.sunshinekids.org.)

Shannon Malone, Sunshine Kids Director of Operations explained, “Our mission is to provide exciting, positive group activities for children diagnosed with cancer. I love *When Billy Went Bald* because it reflects that same philosophy in an authentic and fun way, engaging kids with and without cancer alike.”

Windy City Publishers is a hybrid publisher offering a variety of publishing and marketing services for authors of fiction, nonfiction, and children’s books. For more information, please visit www.windycitypublishers.com.

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