



Media Contact: Anna
Phone: (310) 497-5653
E-mail: annap@InasPawprints.com
<http://InasPawprints.com>

“You Are Who You Eat” Cannibal Diet Author Ina Hillebrandt Goes Straight To talk about a new edition of her first book, “Pawprints,” on Houndsquad Radio

August 22, Los Angeles: Publisher Pawpress is pleased to announce that author Ina Hillebrandt will be appearing on Houndsquad Radio, a show dedicated to providing a range of useful tools and ideas for pet lovers. Host Lucky Luciano will be interviewing her about the upcoming new edition of her first book, *Pawprints*, and the literacy and kindness to animals program it sparked. The show will be recorded live in studio Aug. 24. Houndsquad airs Mondays 1:00-2:00 pm on <https://dashradio.com/>. Houndsquad Archives: <https://soundcloud.com/houndsquad>. Exact air date and streaming info TBA.

A little background

Before penning *You Are Who You Eat*, her book of cannibal jokes, cartoons and tongue-in-cheek diet tips, Hillebrandt wrote *Pawprints*, a collection of uplifting if quirky vignettes about close encounters of the furry kind, plus the occasional human and inanimate object. Early reviews include Gerald Fried, film and TV composer's, "Warm, witty, whimsy no animal lover would wish to miss." After its debut, *Pawprints* made the best seller list on Amazon.com, was featured on the ABC Nightly News, and the author was featured on other TV programs, as well as in print and online.

Pawprints' official launch was at the Los Angeles Zoo, where, while munching a banana at her Homo Sapiens Authorensas exhibit, Hillebrandt was surprised to see parents and grandparents buying it for kids, not only themselves. Soon she was asked to create a module in an Educators Workshop for the Jane Goodall Institute, which led to her program Pawprints Literacy Plus™.

The next step: In addition to kids reading stories to their parents, and parents reading to pets, teachers began to use *Pawprints* as an inspiration for reading and creative writing. Educators and parents noted kids "writing from the heart," "thinking differently," "reading more," and "increasing their vocabularies." The book's focus on respect for animals and the environment, its stories – and the exercises author Hillebrandt created and published in the companion workbook, *The Student Prints* – cause kids to realize how much they get back when they are kinder to animals, educators and parents remark. And they add, this kinder, gentler attitude expands as kids conclude, "I think I'll stop kicking my friends."

Maxwell Yerger, reading specialist/trainer and science teacher at New York City's Wagner Middle School, said, "*Pawprints* is a new form of Great Literature. I'd call it 'Catalytic Literature,' because it has the power to act as a catalyst to change the way people think, about animals and the environment." He based his views on reaction papers from 125+ students such as, "I used to dislike animals. Now, after *Pawprints*, I like them all, except pigeons."

more...

While Hillebrandt loves the Pawprints program, she did miss working with adults. Thus began another series of writing workshops for seniors, and a book, *How To Write Your Memoirs, Fun Prompts to Make Writing...and Reading Your Life Stories A Pleasure!* Plus books of students' writings, the *Stories From The Heart* series.

These days the author is continuing her work with seniors, and planning a new edition of *Pawprints*, which will include stories never before published. And finally, an eBook version. After a hiatus, she is also planning to reboot Pawprints Literacy Plus. "I have been increasingly alarmed about the state of our environment and growing threat to all living beings. It's more important than ever to do whatever we can to take care of our environment, and all living beings. I believe *Pawprints* tools could help inspire young people and adults to join in this critical work."

Back in the day

Before focusing on writing and coaching, Hillebrandt was a Fortune 500 research and strategic planning consultant, and creator of The *UnWorkshops*™ – stress reduction, creativity, team-building and other programs – based on the power of humor to enhance personal and professional life. In fact, the importance of lightening up has always been at the heart of Hillebrandt's life and work.

Having lived in Philadelphia, New Orleans, New York, Connecticut, Marin, The Republic of Berkeley, Pacific Grove and Carmel, the author now resides in Los Angeles, with two headstrong but loveable cats. She is proud of daughter Nicole, who is also headstrong but loveable.

FOR FURTHER INFORMATION about *Pawprints* the book, the Pawprints Literacy Plus Program™ and Writing Clubs, and the Pawprints Literacy Plus™ program, media and readers are invited to take a paws at the website, www.InasPawprints.com.* For further info on memoirs work, please visit <http://InaTheMemoirCoach.com>.

*InasPawprints.com is under reconstruction. Please enlarge menu buttons to navigate easily if you access by cell phone.

###



Below left, the author, Ina Hillebrandt. Right, the original sign on her exhibit at the L.A. Zoo launch of *Pawprints*.



HOMO SAPIENS AUTHORENSAS

HUMAN, WRITER, FEMALE. BOOK: *PAWPRINTS*
Species: INA HILLEBRANDT

- ✔ Tool User
- ✔ Fire User
- ✔ Computer User
- ✔ Inter-Species Communicator

DIET

- ✔ Omnivore
- ✔ Low cholesterol diet
- ✔ Eats some meat, prefers vegetation

BEHAVIORAL CHARACTERISTICS

- ✔ Exhibits feline tendencies
- ✔ Will not scratch, claw or bite unless provoked
- ✔ Generally safe around children
- ✔ Occasionally shops

PLEASE - DO NOT FEED AUTHORENSAS!
She thinks she's too fat as it is.

This exhibit brought to you by the Los Angeles Zoo
Pawpress 🐾 and Pawprints @ Ina Hillebrandt

Available at the Los Angeles Zoo or call toll-free 1-877-293-8047, on prompt 0314.
A portion of all book sales at the Zoo to be donated to the Zoo Nursery.