



## Willow Willpower meets Amelia Earhart

The famous globe-trotting doll, Willow Willpower, is visiting Kansas to finally meet her idol Amelia Earhart at her Birthday Museum in Atchison.

GLOBE-TROTTING DOLL, WILLOW WILLPOWER, MEETS HER HEROINE, AMELIA EARHART, ON 7 NOVEMBER 2020 TO KICK-START A WEEK OF CELEBRATING HISTORY AND THE FUTURE OF FEMALE AVIATION.

CHILDREN AND (FEMALE) PILOTS ARE INVITED TO THE AMELIA EARHART BIRTHPLACE MUSEUM IN ATCHISON/KANSAS.

Paris, 2 November 2020 — The children's picture book, Willow Willpower, inspires children to believe in their dreams and feel they can achieve anything they put their mind to. Since Willow Willpower heard Amelia Earhart's story, she's had one dream: to become a pilot and travel the world, just like Earhart!

In June 2019, this dream was realized thanks to Willow the doll. Willow has flown high in the sky with commercial, military and private female pilots – and many Ninety-Nines members. Ninety-Nines is the international organization for women pilots established in 1929 by 99 female pilots with Amelia Earhart acting as the organization's first president. To date, Willow has visited four continents and during the COVID-19 quarantine period, stayed with a Ninety-Nine pilot in California.

Now, Willow is back in the sky after taking a break in Arizona. Willow will head to Atchison, Kansas to finally meet her idol, Amelia Earhart. What better opportunity to organize an inspiring event that is open to all children, both online and in person!

The Amelia Earhart Birthplace Museum, in cooperation with eco-friendly children's book publisher, bLOOturtle, will open its doors on 7 November 2020. All children are invited to join in learning about Amelia Earhart, aviation, and Atchison, Kansas.

Earhart's strong personality and willpower enabled her to achieve her dreams and set the foundation for so many girls and women in a male-dominated era and domain. She helped establish the world's biggest women's pilot association, the Ninety Nines, who now welcome Willow Willpower and her global flight challenge.

"It's fantastic to have Willow here visiting Amelia's birthplace to inspire the next generation of women and female pilots," says Heather Roesch from the Amelia Earhart Birthplace Museum.

Attendees will benefit from learning all about Earhart's amazing life, how planes fly, and will be able to participate in games based on Earhart's life and Willow Willpower. A drawing contest will take place with fabulous prizes awarded. Kids will also be able to take a picture with Willow after her arrival. Additionally, Claire Schindler, a corporate pilot who flies internationally, as well as Emmy Dillon, who recently successfully completed her jet training, will talk about their lives as pilots.

This event will open a whole week of fun at the museum for kids with online contests and stories from Willow who will visit interesting places around Atchison including the Forest of Friendship; Railroad Museum; Atchison County Museum; Cray and Muchnic Art Museum; the Benedictine College; and the elementary school of Atchison. Each day, a question about Willow's adventures will be posted live on Facebook (on the Amelia Earhart Birthplace Museum Facebook page). All participants can enter the Big Bubble Contest at the museum to win the main prize at the end of the week.

On 7 November at 11:30am, the Amelia Earhart Birthplace Museum will raffle off a Garmin Pilots watch. Buy a ticket by calling 913-367-4217 for your chance to win. All funds raised will help to fund a new roof and balcony (total cost: \$28,000).

On this occasion, publisher bLOOturtle will also engage in honoring the heritage of the museum and donate US\$1 for every book sold both offline and online during this event week at the museum.

Register online to find out more about this event and to avoid disappointment:  
<https://willow-willpower.com/registration/>

Tickets are strictly limited!

The first 100 registrants will receive a limited-edition Willow meets Amelia pin.

See Willow Willpower's website for more information: <https://www.willow-willpower.com>  
Or follow Willow's adventures for the week: <https://www.facebook.com/ameliaearhartbirthplacemuseum/>

#### About bLOO

bLOOturtle Publishing is a young, eco-friendly children's book company. In line with our slogan – Thinking Kids, Thinking Planet! – we combine fantastic and creative stories for kids with green, eco-friendly and hence, kid-friendly book production. We are involved in finding extraordinary stories that inspire and encourage kids while thinking of a healthy future. Visit our website to learn more about our concept and our planet focused trOOblOO publishing programs: <https://www.bLOOturtle.com>

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