

Award-winning Author Launches Modern Day Fairy Tale, National Bus Tour and Website to Empower Kids to Change the World

Cassandra's Angel and ChangeMyWorldNow.com spark a movement for today's youth

NEW YORK (October 13, 2011) – Gina's Ink, a mission-driven media and entertainment social enterprise designed to create a foundation of self-esteem, leadership and self-acceptance that empowers children, announces the official launch of the modern day fairy tale, Cassandra's Angel. In conjunction with the new book, Gina's Ink is also launching a revolutionary new website, www.ChangeMyWorldNow.com and kicking off a 20-city, 20-week bus tour to personally share a message of courage and self-assurance throughout local communities nationwide.

Gina Otto, Founder and CEO of Gina's Ink, teamed up with Sterling Publishing to publish Cassandra's Angel, a book about the 'stories' that we are given from the people in our lives about who they think we are...and then dropping those stories to become who we came here to be.

"Cassandra's Angel inspires readers of all ages to cultivate self-esteem and open-mindedness and to help others develop those traits within themselves," says Gina Otto.

The overwhelming reaction to the book drove Otto to pioneer a platform that children can turn to for encouragement, instilling the ideas of self-reliance, self-worth, tolerance and self-acceptance. The website, www.ChangeMyWorldNow.com is the first SAFE, socially-conscious, values-aligned, content-driven social network for youth. On the website, children can create their own profiles, connect with their peers, voice their concerns about issues they may be facing, upload a video expressing their "global wish for the world" and much more.

"Children today are worried about a myriad of issues, whether it be bullying, war, the economy, the environment or terrorism. I created Change My World Now to give them a safe place where they can experience a community of kids who want to change the world for the better and feel that their voices are heard," says Otto.

Timed with the launch of the book and the website, Otto is launching the Change My World Now Bus Tour to reach and inspire children across the country first hand. In addition to performing readings from Cassandra's Angel, Otto will be visiting local schools, participating in community events, presenting musical concerts performed by the entire cast of characters from the book and hosting book signings – all with the intention of inspiring children with the message of empowerment and self-confidence.

To learn more, visit www.ChangeMyWorldNow.com.

About the Author:

Gina Otto, the award-winning author of Cassandra's Angel, international speaker, producer, social entrepreneur and children's advocate, is currently pioneering a movement to inspire individuals around the globe with her Change My World Now Initiative. Gina is the Founder & CEO of Gina's Ink, a mission-driven media and entertainment social enterprise designed to create a foundation of self-esteem, leadership, and self-acceptance that empowers children around the world.