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FOR IMMEDIATE RELEASE

Baby Boomer Proves That You Can Go Home

NEW YORK, NY (January 27, 2014) – On January 29th, Elly McGuire will return to her childhood grade school, St. Peter School in Warwick, RI, to read her new children’s book, *Schmittie The Weather Dog: DayDream* to 150 elementary students, plus their parents and grandparents. That same day, Baby Boomer McGuire will also return to her alma mater, Rhode Island College, to talk to future teachers and read her book to students at the Henry Barnard Laboratory School on campus where she was a student teacher. Maybe you can go home after all.

Elly has been obsessed with dogs since she was a kid. A former school teacher turned corporate marketing executive for the NBA, NHL, and Radio Disney, Elly has now come full circle by working with a furry muse to redefine her life and career.

Taking inspiration from her real-life pup and her weatherman fiancé, Elly’s first book is about a five-pound pup, Schmittie, who goes from daydreaming to doing by overcoming obstacles to learn about the weather to help her two-legged weatherman dad. In the end, Schmittie shows us that no matter what your size or breed, you can do anything you put your mind to.

“Writing a children’s book was definitely challenging, but a heck of a lot more fun than going to work in corporate America every day,” says Ms McGuire. “Plus, in the State of the Union Address, with the President’s call for a nationwide STEM initiative to get kids excited about science, technology, engineering and math, who knew that my *Schmittie The Weather Dog: Daydream* book would bring me back to schools to help make learning about weather and science a fun experience. Elementary school is where the transformation begins.”

The real live Schmittie The Weather Dog and Meteorologist Ron Trotta will join Elly to bring their *Schmittie The Weather Dog Weather/Science Assembly* to more than 2000 students and teachers in elementary schools around Rhode Island that week. They will then bring science to kids in New York City before touring schools nationwide.

When not visiting schools, you can also find Elly raising money for pet charities through her line of New Yorkie® products and producing the annual *New Yorkie Runway Celebrity Doggie Fashion Show* during Fashion Week in NYC. Perhaps the only person to have taught a US President to play the spoons, Elly is also the host of #PETCHAT, the popular Monday night show trending on Twitter for the past five years.

Illustrations for *Schmittie The Weather Dog: Daydream* are by Simón Estrada. The book was funded on Kickstarter and is published by New Yorkie Press.

For more information go to www.SchmittieTheWeatherDog.com You can also contact Charles Newman at 917.855.6324 or email him at boomerstv@aol.com for pictures and interviews.

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