

## PRESS RELEASE

For Immediate Release

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### The impossible challenge: Sell 10,000 books within the next 24 hours

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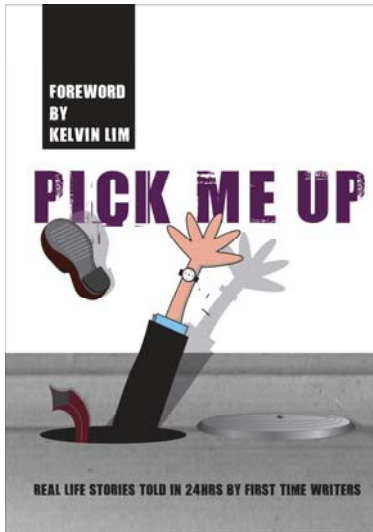
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13 January 2008

An impossible task: Spread their first book to 10,000 people in 24 hours no less.

It all started when a team of 42 people from multi-racial and diverse background come together on a Friday evening to write a book. Their first challenge was to launch the book in 24 hours. And they did the impossible!

The book was out to the world at 5.15pm on Saturday (12 January 2008), ready to be picked up!

And now they are given the second impossible task: to sell 10,000 books within the next 24 hours.

When the book launched at 5.15pm, 100 people picked it up. The book, "Pick Me Up" was written to share with the world how 42 people (from 20 years old to 66 years old) have picked themselves up from their problems, and turned their dream into reality in a short period of 2 months. These 42 people come from diverse background of banker, entrepreneur, directors (including one of a real estate company), student, and house wife.

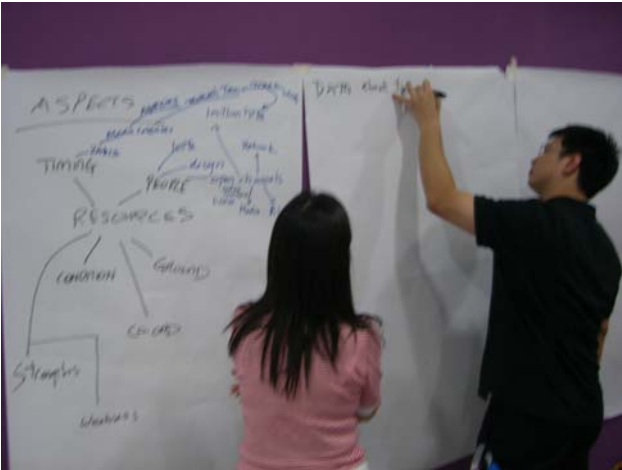
In the book, a financial advisor shared how she joined her financial advisory company in 9 months, and through coaching, she quadrupled her income from \$6000 to \$24000. If you think this is impossible, wait till you meet the private banker who got double promotion in 2 months. Even a young teenager of 20 years old also played a part in contributing to 'Possibility' by raising \$150,000 to set up her fashion business.

Dave Tan, director of a construction company, believes that "What matters is not who you are but who you want to be". And this is shown evidently in the team. They stand for possibility, making their dream come true. As described by Loo Yau Soon, "whatever it takes", they make it happen.

Leading the team is their master certified coach, Kelvin Lim.

In 24 hours, what was present in the Joo Chiat Road office is: Courage, intention and the will to make things happen. And the race does not stop here. 12 hours after the book launch, they launched the second version of "Pick Me Up", with commentary from their master coach.

They are attempting to reach 10 million people, spreading possibility to the world. Their target is to sell 10,000 books in 24 hours! 60% of the sales proceed will be donated to Make-A-Wish Foundation, to support the children and help them turn their dreams into reality.



In the planning of our vision, and strategy!



First-time writers at work – this team include director of a real estate company, director of a construction company, director of a fashion boutique.



Even at 3am in the morning, they are still at work.



Live blogging to tell the world our actions in the 24- hours.

### TIMEFRAME OF 24 HOURS

Launch the book in 24 hours

Friday	The challenge begins! 12 people were tasked to launch a book in 24 hours – doing the impossible!
5.15pm	The video camera was set up to record our impossible act!
5.30pm	Our editorial team was set up to run the team – Whatever it takes, let's do it!
5.47pm	BRAINWAVE! The Title of Our book is (drumroll please!)“Pick Me Up”!
6.00pm	Set up the website: www. Pickmeupbook.org --- This is all possible!
6.20pm	Creative director is sourced – Support from the community in Executive Coach International
730pm	Called 30 writers from the Executive Coach International to join us in the writing the book
3am	Still in the writing of the book
Saturday	
1030am	First draft of 42 stories are submitted to the head editor
4.15pm	Sales team at work!
5.14pm	100 books is sold!
5.15pm	“Pick Me Up” is launched!
11pm	1000 clicks to our website
Sunday	
2am	The second version of “Pick Me Up” is launched. Our principal coach, Mr Kelvin Lim, added his commentary to all 42 stories
3.20pm	1420 clicks to the website!

### TIMEFRAME OF 24 HOURS

Bring the book to the world

Sunday	
1.11pm	The 2 <sup>nd</sup> challenge begins!
2.15pm	Interview by My Paper – the article will be featured at 7am on Monday
3pm	An update from the team – We have contacts from Singapore, Malaysia, Europe, Brunei, and Canada to help up sell the book! We are reaching out to different continents!
5pm	Complete press kit – local and international media involved!!!
4.35pm to 4.30am	We are playing the game of different time zones – to show people from all over the world how dreams can be turned into reality- This is all possible!
6pm	Place presence into 500 websites
Monday	
1.11pm	Hard copy of “Pick Me Up” is printed ☺ Sell 10,000 copies of “Pick Me Up”