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**Date:** September 3, 2018

## **REWRITING PRINCESSES: NEW CHILDREN'S BOOK TAKES AIM AT GENDER STEREOTYPES**

Author uses inspiration from his own daughter to help others be brave

**(Richmond, VA) – September 3, 2018** – A new children's book penned by a D.C.-area psychotherapist hopes to give today's children a new definition of a role that has become synonymous with little girls for generations: "Princess."

In "What Does a Princess Really Look Like?" little Chloe learns that a princess's power is not in how she looks, but in the change she can affect in the world.

Mark Loewen based his book on an interaction with his own daughter to challenge the stereotypical definition of a princess. "My daughter asked me to play princess, so I asked her what a princess did," Loewen recalls. "She said princesses just looked beautiful – and I just realized that this was a teachable moment... that for my daughter and girls like her, princesses could be so much more." In the book, Chloe uses the power of her crayons and imagination to draw up a princess that is strong, capable, determined, and even imperfect.

In addition to writing the book, Loewen is also the creator of [www.bravelikeagirl.com](http://www.bravelikeagirl.com), a website that helps parents of young girls inspire confidence and bravery in their children. "The language we choose when talking to girls makes a difference," says Loewen. "The things we encourage or discourage matter."

Mark Loewen is available for interviews and appearances about his book or as a subject matter expert on raising girls in the modern world. To schedule an appearance, contact Mark at [be@bravelikeagirl.com](mailto:be@bravelikeagirl.com) or (804) 614-6096.

### **About the Author:**

*Mark Loewen is a father, psychotherapist, and founder of LaunchPad Counseling, a private practice that uses play as a way for parents and children to forge strong, healthy relationships. It was through this type of play with his daughter that he stumbled upon the idea for Brave Like A Girl, a website dedicated to reshaping society's perceptions about what it means to be a girl. A native of Paraguay, Mark moved to the United States to pursue his professional career, and now lives in Richmond with his partner and his daughter.*

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