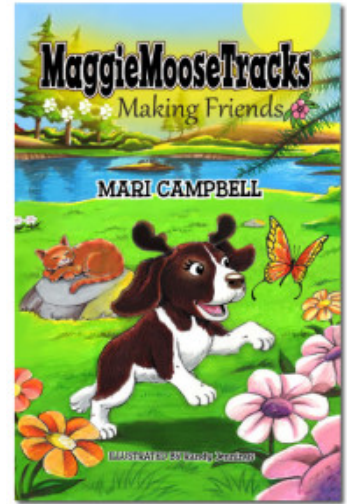


FOR IMMEDIATE RELEASE:

Blog Brings Accessible Happiness, a Global Following and New Children's Fantasy Book to Life

PALO ALTO, Calif., June 3, 2013 -- *Happiness is a warm puppy*, wrote Charles M. Schulz, the famous cartoonist of *Peanuts* and creator of the most famous dog ever -- Snoopy. And now the success of a newish, yet already award-winning wisdom and adventures story sharing dog adventures blog, shows that the world is falling in love with yet another jolly pup. As the blogger's author Mari Campbell says, "Maggie's 'Pawsibility' Thought for the Day (www.MaggieMooseTracks.com) is bringing joy to people everywhere."



"When I started sharing the stories, adventures and the amazing lessons in life and positivity my relationship with Maggie, my English Springer Spaniel created, the blogging evolved out of making it easier to keep up with everyone's requests to hear more. It was as though everyone instantly fell in love with her and our experiences together.

At the base of it all, I had one goal in mind: to share the 'pawsitive' stories about me and my dog with the world. Sharing smiles and possibility in a simple friendly puppy-love way is something anyone can appreciate and feel good about tapping into. I have always dreamed of writing and putting smiles on the faces of children of all ages; now it has come true," says Mari Campbell. "I had no idea that it would take off like it has, but just a little over a year later from starting this word-of-mouth blog in February of 2012, readership continues to grow exponentially and it is now being read in 87 countries on six continents by 4 year-olds to eighty-olds. Apparently, there's a real market for sharing happiness in a sweet easy way. I am delighted that people are finding a bit of happiness and inspiration in this shorter, less serious 'Chicken Soup for the Soul' style story telling blog. True to the site's slogan and the blog's theme, Maggie is all about sharing her 'Living Life with Moose Size 'Pawsibilities' Around the World.'"

Crafted for sheer inspirational purposes, the MaggieMooseTracks® blog shares Campbell's true stories, pictures, videos, tidbits of warm cuddly wisdom, and a daily "pawsability thought for the day". The blog captures far more than the joy of dog ownership, highlights the little bits of bliss to be found daily in life itself. Written from the perspective of Campbell, yet packed with ample insight into Maggie's sensible psyche and tenacious spirit, MaggieMooseTracks® has currently garnered the attention of international blog enthusiasts and currently won 10 blog awards. With people from nearly every continent now following Maggie through the blog, Facebook (<https://www.facebook.com/pages/MaggieMooseTracks/152531348200369?ref=hl>) and even Twitter (@MaggieMooseTrks), Maggie's momentum has steadily picked up, even drawing fans and attention from TV shows like "Alpha Dog" on National Geographic's *NatGeo WILD* channel. One of her more famous fans is Tillman the Skating Bulldog and star of the show "Who let the Dogs Out" from the *Hallmark Channel*.

"Starting out as a blogger, it quickly became obvious to me that everyone just loved Maggie," Campbell says. "All I ever wanted in life was to have a way for connecting and supporting children and

that curious innocent wise child that lives in us all. Maggie, and our relationship does that for me. The blog shares that adventurous and positive outlook in life in a way that is realistic, sweet and accessible. People are just crazy for Maggie's adventures and get connected to themselves through her; like babies, dogs just make it safe to have hope, joy and a smile. My goal was to share the smile that came into my life with others – now we connect to peoples' souls in a sweet, simple and fun way.

The non-stop popularity of Maggie, the blog, the blog's website, Facebook fan page and Twitter followers, has now set the stage for Campbell's other true love: a fictional illustrated children's book, *MaggieMooseTracks® Making Friends*. Set with a June 21st release, this fictional illustrated story tells about a precious English Springer Spaniel puppy named appropriately Maggie who amazingly was born with baby-sized set of moose antlers! The story of her adventures to find a new family and discover how precious all of life is with the help of two animal-wise kids and a host of interesting animal characters is entertaining and uplifting. Slated for children ages 6+, the chapter book will focus on fictional Maggie's unique adventures as a puppy. No need to wait till the official release, get a full sneak peek of the first chapter now: <http://maggiemoosetracks.com/books/>.

Award winning children's book illustrator Randy Jennings is the artist for '*MaggieMooseTracks Making Friends*' delightful full color illustrations. Jennings' work for The Disney Company, over 25 children's books and celebrity clients like Magic Johnson is highly critically acclaimed. This will be the first fiction book in a series and will be available on Amazon as paperback. For ebook platforms Kindle, Apple and PDF the book is no charge and totally FREE to download.

"*MaggieMooseTracks Making Friends*' is a true extension of my passion to tell uplifting stories anyone can relate to," Campbell says. "While this is clearly a sort of personal journey and success story, the real 'success' is the amount of goodness and happiness that's being shared with others. I'm doing whatever it takes to spread this joy. I grew up loving books and now I get to share it with the world through a very special character."

For more information, visit: <http://www.MaggieMooseTracks.com>.

About Mari Campbell

Mari Campbell isn't just wild about animals and all the lessons they can teach human beings in their lives, she's totally crazy about her English Springer, Maggie. As the founder of the award-winning blog, MaggieMooseTracks®, Campbell is now sharing both true and fiction happy dog stories and lessons for life all centered on and inspired by her number-one canine companion and best friend. "When Maggie came into my life, the beauty of that relationship had me naturally evolve to keep up with the magic of her and our fans. What a pleasure, and joy it is," says Campbell.

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