



MEDIA CONTACT:
Julie Du Brow
310-821-2463 tel
Julie@dubroworks.com

GLOBAL ENTERTAINER *CHER* GETS BALI (Ind.) SCHOOL LIBRARY IN HER NAME THRU SUPPORT OF NEW NON-PROFIT ‘THE WORLD IS JUST A BOOK AWAY’; ORGANIZATION ATTRACTS PROMINENT NAMES TO CAUSE

INTERCONTINENTAL BALI RESORT PARTNERS WITH *TWIJABA* ON LIBRARY

WHAT: Non-profit organization *The World Is Just A Book Away (TWIJABA)*—which supplies books, and builds libraries and schools for children in developing countries—partnered with the InterContinental Bali Resort to open a school library in Bali, Indonesia, on Friday, Dec. 18, named for the worldwide entertainer Cher. The ‘World Is Just a Book Away-Cher Library’ is *TWIJABA*’s first one in Bali. The Resort was intent on refurbishing the school and asked *TWIJABA* to do the library. Only a year old, *TWIJABA* opened its first 10 libraries in Sidoarjo, Ind., in June 2009, and a dozen more PLUS a mobile library will be opened there, as well, later this month.

CHER, adding to her list of humanitarian efforts, has offered her support to *The World Is Just a Book Away*, based on her belief in the importance of reading and books. For the libraries opened in June, many prominent people who also support the organization’s mission had libraries named in their honor, including **Muhammad Yunus, Queen Noor Al-Hussein of Jordan, Jane Goodall, Desmond Tutu, Yo-Yo Ma, Miep Gies, Shirin Ebadi, Lois & Buzz Aldrin, Fess Parker, and the late actress Natasha Richardson.**

The mission of *The World Is Just A Book Away* (www.JustABookAway.org) is to bring hope—in the form of books, libraries, and schools—to thousands of children in developing countries. The program was launched in Sidoarjo, site of the mudflow disaster that displaced more than 60,000 people and destroyed many schools. The libraries introduced the idea of loaning non-classroom books for recreational reading. The libraries also have educational DVDs for on-site use.

2009 *TWIJABA* results:

- 10,000+ children will have access to books
- 20,000+ books will be provided to children
- 22 “The World is Just a Book Away Libraries” will be built
- 1 Mobile library serving an additional 28 schools will be launched

WHO: *The World Is Just a Book Away* is the passion of Founder/CEO **James J. Owens**, assistant professor of clinical management communication at the USC Marshall School of Business Center for Management Communication in Los Angeles. An expert in his field, James has extensive international business experience in England, France, Germany, Africa, and Saudi Arabia for companies, including Louis Vuitton, Coca-Cola, Agfa-Gevaert, and Bain Consulting. He is editing an anthology with more than 70 of the world’s most prominent people. The proceeds from this book will support *TWIJABA*. James promotes the organization’s vision of “a world in which all children have access to books, a quality education, and hope for the future.” The newly name Chairman of the *TWIJABA* Board is Emilio Diez Barroso, Chairman and Founder of NALA Investments, LLC, and entertainment industry mogul.

Cher is a force across all areas of entertainment, is a worldwide performer, and humanitarian. Singer-songwriter, actor, director and record producer, she has won an Academy Award, a Grammy Award, an Emmy Award, three Golden Globe Awards and a People’s Choice Award for her work in film, music and television.

The **Intercontinental Bali Resort** is blessed by an endless stretch of white sand beach overlooking the tranquil waters of Jimbaran Bay. The Resort features 418 guest rooms in three unique levels of

accommodation. The property embraces a 14v hectare tropical landscape that is a blend of indigenous flora, waterways and stone statues reflecting the island's artistic heritage. There are six swimming pools, Planet Trekkers children's resort, a fitness centre and plenty of recreational activities to keep guest occupied throughout the day. Spa Uluwatu is a dedicated healing and beauty facility for individual sessions, while the exclusive Villa Retreats promises indulging spa packages for couples. A superb choice of restaurant venues makes every dining experience and adventure in culinary excellence.
(www.interconti.com)

INFO: For additional information, please visit www.justabookaway.org.