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Joan Lunden says mothers don't have to be perfect

She teams with Chicken Soup for the Soul to say "Thanks Mom"

COS COB, Conn. – (March 11, 2010) – Having spent her professional life bringing the real-life stories of everyday people to American TV, Joan knows what really matters to mothers and is passionate about helping them feel confident and appreciated. She brings this passion to Chicken Soup for the Soul in their latest book for mothers, *Chicken Soup for the Soul: Thanks Mom*. In Joan's revealing and personal foreword, about her mother and Joan's own life as a mother of seven, she credits her mom for her positive attitude toward whatever life brings her way, and assures mothers that they don't have to be perfect because their families really do appreciate them.

"That is one of the reasons I am so excited about this terrific Chicken Soup for the Soul book for moms of all ages," Joan says in her foreword. "This book speaks to me as I am passionate about this subject – moms need to know they are appreciated, that they do make a difference, that their children really are listening and learning important life skills and attitudes from them. And most importantly... these children, whether sixteen or sixty, love and respect their moms despite the fact that some of them can't clean, some of them can't cook, some of them weren't always there... yes, these moms are not 'perfect,' but they are perfect for their children! It's OK to not be everything and be everywhere; you don't need to be 'the perfect mom.'"

Of course, Joan had an amazing mom, and her foreword, complete with a photo of her mother, paints a picture of an extremely capable and energetic woman. Joan attributes her can-do attitude to her mother, who was widowed as a young woman and managed to raise Joan and her brother in a happy and bustling home. Joan says the word "impossible" is not in her mother's vocabulary.

"My mom taught me ... to *choose* to approach every situation with a smile and a positive attitude." Joan says. "She taught me to never set limits for myself and that nothing is impossible. I love every moment of my life as a mother of seven, a wife, a daughter, and a working woman, and I thank my mom every day for that positive attitude."

The 101 stories in *Chicken Soup for the Soul: Thanks Mom* (Chicken Soup for the Soul Publishing, LLC, March 2010, 978-1-935096-45-0, \$14.95) will boost any mom's morale by showing her that the kids really were listening and learning. Written from a child-to-mother perspective, the stories show firsthand how children really do appreciate their moms and value the lessons they learn from them.

Joan Lunden's extensive and impressive resume spans more than 25 years. Host of *Good Morning America* for nearly two decades, Joan is the longest running host ever on early morning television. During her tenure she reported from 26 countries, covered four presidents, five Olympics and two royal weddings. Additionally, she is a best-selling author, a motivational speaker and an entrepreneur. Go to www.joanlunden.com for more about Joan.

Chicken Soup for the Soul: Thanks Mom (Jack Canfield, Mark Victor Hansen and Wendy Walker) releases in March 2010. Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into more than 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world's premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

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To receive a review copy of *Chicken Soup for the Soul: Thanks Mom*, or to schedule an interview, please contact Rusty Shelton at 512-785-4469 or rusty@sheltoninteractive.com.