

FOR IMMEDIATE RELEASEJapanese artists contribute art to help U.S. leukemia baby

Chiba, JAPAN - November 18, 2010 – Just because you are on the other side of the planet doesn't mean that you can't lend a helping hand, according to the author of benefit art book **Punchkinhead, the Never-Give-Up Boy**.

Tokyo-based artist Patrik Washburn was saddened to hear that his cousin's baby boy, **Holden Thomas Underwood**, was diagnosed with **Acute Lymphocytic Leukemia (ALL)** and decided to see what he could do to help out.

What he did was to ask his artist friends if they could create original pieces for a benefit art book. All profits from the book sales would go to the **Holden's Hope charity** (<http://www.facebook.com/pages/Holdens-Hope/152387661445173>) that was established to help the Underwood family with the burden of treatment that can total as much as US\$250,000 or more. He collected 35 pieces including one he added himself. "I added the story last. I wanted the artists to have as much freedom as possible," said Washburn.

Being unable to list all the artists on the cover, he brought them all together as one group **J.A.M.A.D. - Japan Artists Make A Difference** (<http://patokon.com/jamal>) and had a special page attached to his site so that readers of the books could easily go to the homepages of the contributing artists.

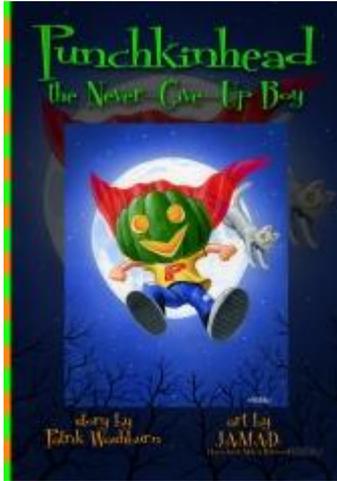
Every piece features **Punchkinhead, the Never-Give-Up Boy**. The inspiration for the character is Holden himself. "Though he was going through all sorts of testing and treatments, Holden had plenty of smiles for everyone. His smiles inspired me to see this project through even though I had never done anything like this before. I wanted the character to have the same 'never-give-up' spirit and of course the same big smile."

Always with Punchkin is his best friend **Happy the Cat**. Happy is a good-luck kitty as opposed to your typical Halloween cat. He was named after Holden's great-grandfather whose nickname was Happy. Together they float through the dreams of all the kids in the world – having adventures and spreading smiles.

The story is written for younger readers, but the incredible artwork which ranges from the whimsical and hilarious to the beautiful and sublime. Except for the author, all the pieces were donated by Japanese artists, each who sent the pieces along with their best wishes for Holden's happiness. "I was extremely touched by the selflessness of the artists. If it wasn't for them, I wouldn't have been able to get the whole project to come together in just one month."

-MORE-

Book Information:

**Punchkinhead, the Never-Give-Up Boy**

Benefit art book for Holden's Hope charity

Story by Patrik Washburn

Illustrated by J.A.M.A.D. (Japan Artists Make A Difference)

Published Nov 17, 2010 40 pgs. Full Color

Size: 7" x 10" English

Category: Juvenile Fiction / General

List Price: \$15

Book available now at CreateSpace: <http://wwwcreatespace.com/3491626>
and should be available on amazon.com by early December in time for
Christmas.

List of J.A.M.A.D. contributing artists:

- Akito
- Awai
- Tom Clouseau
- Junko Hinata
- Shinsaku Ichikawa
- Yuki Ike
- Kenji "Joe" Inoue
- Tomoki Kawada
- Shunro Kawakami
- Hideki Kobayashi
- Chiyo Komeda
- Eri N. Kotosaka
- Cheko Kurusegawa
- Takashi Makino
- Maromaro
- Cheri Mitoyo
- Sei Nagasawa
- Noriboo
- Takashi Oda
- jirou
- Ren Otori
- Tamaki Sasamori
- Soyoko Shikama
- Namiko Sonobe
- Takuya "Truffle" Sugahara
- Zuco Suzuki
- Hideki Tagawa
- Minae Takada
- Hiro Tsunashima
- Kazuyuki Tsuyuki
- Patrik Washburn
- Akira Yamaguchi
- Yoshiko
- Yoko Yoshizawa
- Yucachin'

For information about Punchkinhead, the Never-Give-Up Boy or J.A.M.A.D (Japan Artists Make A Difference) contact Patrik Washburn at patrikwashburn@hotmail.com.

For information on Holden and his family or Holden's Hope contact Robin Beck at beckbean@yahoo.com.

END Press Release
Sample Pages follow

Cover



Pg. 2-3

This is Punchkinhead, the Never-Give-Up Boy!



Punchkinhead can do anything because he floats through dreams.

Everyone's dreams!

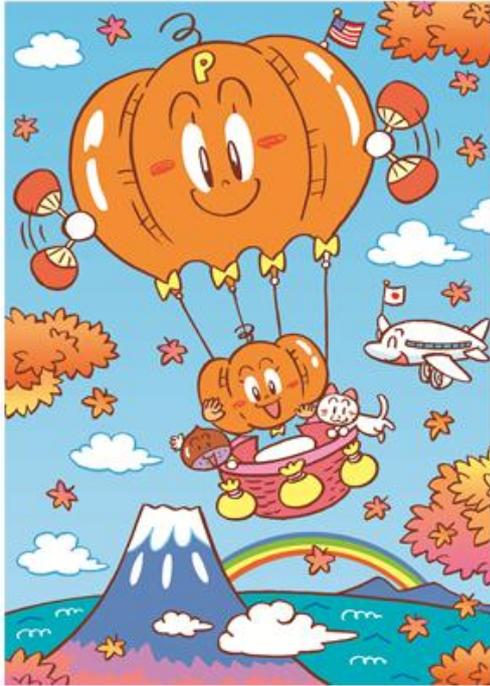


And Punchkin is never alone.

Always with him is his very best pal, Happy the Cat.

Pg. 8-9

To Egypt! To Greece!
To New Jersey and even Japan!



To the circus! To the jungle!
To the – WAIT!!



Pg. 16

When Punchkin is asleep, he dreams about
a special little boy in a special place.



The boy is very, very sick.
He is also very, very loved.



...but that's not why he is special.

Foreword and Afterword

A message from Holden's family

On Sunday, August 8, 2010, Holden (aka Punchkin) was taken to the emergency room. Had it not been for keen intuition of family members and aggressive instructions from our pediatrician, he would have been sent home with antibiotics to treat a simple ear infection. Alarming blood results would dictate the next step. Immediately got him to Texas Children's Hospital.

Shortly after arriving, we were told Holden has Leukemia. Based on the bloodwork, there was no question of "if" but rather "what kind." Holden was diagnosed with Infant ALL (Acute Lymphocytic Leukemia). He was given a 50/50 chance of being cured; however, he is fighting with the spirit which gives this wonderful book its name - Punchkinhead, The Never-Give-Up-Boy.

We would like to thank our brilliant cousin Patrik Washburn who conceptualized and executed this project, as well as the other amazing contributing artists who helped make this project come to life. Thank you for giving a piece of yourselves to capture and celebrate Holden's spirit as he continues to never give up.

Gratefully,
Holden's Family



Message from Punchkinhead:

Always keep a smile handy for those hard-to-smile days!

Please visit Holden's Hope on facebook at:
<http://www.facebook.com/#!/pages/Holdens-Hope/1523876614>

If you wish to contribute directly to Holden's Hope, send a check or money order to:
Holden's Hope
4235 Rainfall Dr.
Pasadena, TX 77505h



Message from the author

Children have a high remission rate for Acute Lymphocytic Leukemia (ALL), but sometimes more than one round of treatment is necessary and even after remission, treatment must be continued for two to three years to keep the cancer from returning. Costs can vary from \$150,000 to \$250,000 or more depending on treatments.

After two of my family passed away, I felt extremely hopeless and wished I could have done more to comfort those I love who were in pain. Around the same time I was saddened to learn that my cousin's beautiful baby boy was diagnosed with ALL. I looked at the pictures of Holden and I was surprised to see the biggest, happiest smiles! If he could undergo treatment and deal with the pain and still have plenty of smiles to go around, then I wasn't going to let a little something like distance keep me from doing something to help. Knowing the costs of treatment are high, I thought about what I could do to help raise money.

Holden's family had already put together Holden's Hope, a charity where people could send money to help out, so I decided that a charity art book would be the way to go. I researched various self-publishing venues and found CreateSpace (<http://createspace.com>) to be the perfect choice. I asked several artist friends here in Japan to contribute and everyone was glad to be able to help out Holden and his family.

I don't know how much this book will do to help out, but I do know that making it has changed my life. I'll never feel helpless again. I hope that everyone can find the Punchkinhead they have inside and remember to save some smiles for the tough times.

-Patrik Washburn

END Sample pages