

FOR IMMEDIATE RELEASE

Event Announcement

Calling All Women Who Want Financial Freedom: Kim Kiyosaki Launches “It’s Rising Time!”

Discover insights on what it really takes to be successful and get a limited-edition, signed eBook 11/30/11, 3:00 p.m. EST

What: Kim Kiyosaki, author of the *Business Week* bestselling book “Rich Woman,” co-founder of The Rich Dad Company, speaker, philanthropist, and self-made millionaire, introduces her new book, “It’s Rising Time! - A Call For Women, What It Really Takes for the Reward of Financial Freedom,” available at <http://store.richdad.com/>.

Kim will conduct a live, facebook chat and e-signing of her new book at <http://bit.ly/ItsRisingTime>.

Attendees can learn how to obtain financial freedom and:

- Purchase a *limited-edition* version of the eBook officially signed by Kim Kiyosaki for \$16.95. **Note that these signed copies will only be available for 48 hours after the start of the live chat.**
- Ask Kim Kiyosaki questions via e-mail, and hear her reveal insights from the book. “It’s Rising Time!” provides the tools, real-life stories, inspiration, and encouragement to rise beyond set-backs and keep going, no matter what.

Why: “It’s Rising Time!” is truly a call for women who want more in their lives,” states Kim Kiyosaki. “It’s for women who are not afraid of a challenge, for women who are willing to stand up and be role models, for women who are willing to do what it takes today for their freedom and happiness tomorrow, for women who want it all!”

What some people are already saying about the book:

“Can hardly wait for this awesome book. Thank you.” Carolyn Coffeen

“Love the theme of the book and can't wait to read it!” Ceil Stanford

“Can't wait to get my copy!” Xai Thao

“You are strong leader and strong woman, Kim. Looking forward to reading your book.” Olga Chaplay

When: **Wednesday, November 30, 2011, 3:00 p.m. EST**

Where: Log on to <http://bit.ly/ItsRisingTime>.

Who: A self-made millionaire, Kim Kiyosaki is passionate about helping women find their way to financial security. Her first book, “Rich Woman,” is one of the top 50 best-selling, personal-finance-books of all time. A successful entrepreneur, seasoned investor, sought-after speaker, and host of a PBS *Rich Woman* show, she is a happily married (but fiercely independent) woman, and often travels and speaks with her husband, “Rich Dad Poor Dad” author, Robert Kiyosaki.

Cost: The live chat is free, and the exclusive, signed electronic-version of “It’s Rising Time!” - Available for only 48 hours after the start of the live chat - is \$16.95.

Info.: For more information about this book and obtaining financial freedom, visit <http://store.richdad.com/>.

About The Rich Dad Company

Our company was founded in 1997 based on Robert Kiyosaki’s best-selling personal finance book, “Rich Dad Poor Dad.” While his poor dad’s outlook closed his mind to the possibility of financial freedom, his best friend’s rich dad elevated Robert’s dreams, opened his mind to life’s possibilities and allowed him to be financially free. Today, Robert and his team of experts provide financial education via books, seminars, videos, coaching, social media, innovative technology, and the board and Web game, CASHFLOW®, based on Robert’s belief that people learn best through simulation. Our mantra is “Knowledge is the New Money.” Everything we do has one common goal: to increase your financial knowledge and help you live the rich life. Discover how we can help you on your journey towards a rich life at www.richdad.com or call us at 800-308-3585.

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