

# MEDIA KIT



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## WHAT WE DO

Break That Mould is an independent publisher and media brand. We make digital and print content such as books, ebooks, videos, blog posts, and podcasts, that focus on self-acceptance. Our topics include body positivity, mental health, relationships, sexuality, and inclusion.

## MISSION

Our mission is to help people on their journey toward true self-acceptance and compassion.

## OUR VALUES

We believe that what we see, hear, and read can have a profound impact on how we view ourselves, and if media messaging compromises our self-worth, then it doesn't serve us as individuals or as a society. Our content aims to support people in accepting their true selves and needs.

## TRACEY RIMELL, FOUNDER AND AUTHOR

Tracey Rimell is a writer, podcaster, and YouTuber. She has a background in publishing and is also qualified in alternative therapies. Previously, she has acted as a mental health supporter and worked with children with special educational needs—both of which helped to cultivate her passion for opening up conversations around emotional wellbeing and inclusion.

## AFFILIATIONS

Tracey Rimell is a member of the [Alliance of Independent Authors](#) (ALLi).

## EVERYBODY'S BODY

[Everybody's Body](#), published in December 2021, is our first children's book and tackles body positivity, disability, and inclusion. It is aimed at children aged 3-8, and is suitable for reading aloud together, or for early readers. It was written and designed by Break That Mould founder Tracey Rimell.

## MEDIA ASSETS (click for hi-res)

Square Logo



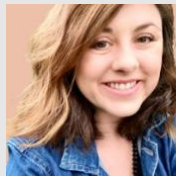
Round Logo



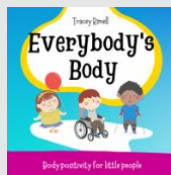
Rectangle Logo



Founder Headshot



Everybody's Body Cover



Everybody's Body Banner

