

# MEDIA KIT



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## WHAT WE DO

Break That Mould is a social enterprise that publishes 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.

## 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 advocate. She has a background in media and 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



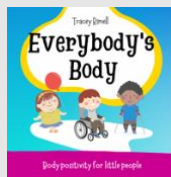
Rectangle Logo



Founder Headshot



Everybody's Body Cover



Everybody's Body Banner

