

## MARIE CLAIRE LIM MOORE BECOMES AUTHOR OF BOOK ABOUT ADVICE FROM FILIPINA MOTHER, LENORE LIM

*THE "FILIPINA AMERICAN SHERYL SANDBERG" HOLDS "DON'T FORGET THE SOAP" BOOK LAUNCH AND SIGNING IN NEW YORK ON SEPTEMBER 17TH*

*Book shares tips that women can learn from the gracefulness and graciousness of these two Pinays who are successful in the corporate and art worlds, and happy at home.*

**NEW YORK, NY** - From someone who is probably among the highest-ranking Filipina Americans in global finance, comes a book - not about the steps to take at the corporate ladder, or the tips to note to get the corner office, or get admitted in Yale, but a memoir of how her mother, Lenore Lim, an early education teacher and artist, taught her the importance of balance - in work and in love, in academics and socials, and in time and money.

Combining her Filipino upbringing, United Nations exposure, Ivy League education, and reminders from her mother, this Filipina American financial services guru was able to climb the corporate while keeping her feet on the ground. In "Don't Forget the Soap," new author, daughter, wife, mother and corporate leader Marie Claire Lim Moore shares how she was able

to travel and work around the world, while keeping her ego in place, and her heart at home.

### About the Book Launch and Signing:

The Filipino American community of NYC welcomes back one of the most influential Filipino American professionals who grew up, walked the streets of and climbed the corporate ladder in New York before taking on the world in South America and Asia Pacific in her new post as Citi's Asia Pacific Regional Director in Singapore.

Friends old and new will help celebrate Claire's debut in taking on yet another role, as an author. In her newest position, Claire hopes to share all the good stuff she's learned from her Filipino parents, that proved useful as she navigated the UN, Yale, NYC and the world.

Claire's first book launch and signing is scheduled on Tuesday, September 17, 2013 at 6pm and will be held at the Philippine Center on Fifth Avenue in New York. The public is invited to attend. Don't Forget the Soap is also available as an e-book on Amazon.com

### About the Author

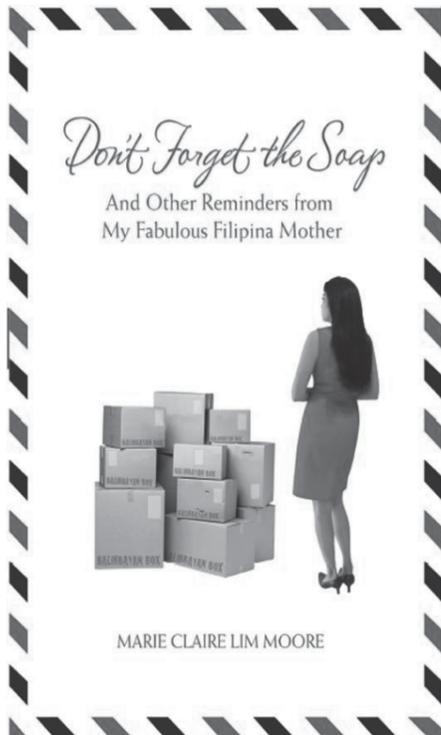
Marie Claire Lim Moore (October 30, 1976) is a Filipino-Canadian-American working mother and author of Don't Forget the Soap. After spending the early part of her childhood in Vancouver, Claire moved to New York City and attended the United Nations International School. She went on



**Mother Lenore Lim and daughter Marie Claire Lim-Moore**

to study at Yale, climb the corporate ladder at Citi and travel around the world. She met her husband, Alex, while working in Sao Paulo, Brazil and they married in Manila, Philippines shortly before moving to Singapore. Now Mom to Carlos and Isabel, Claire also manages the Global Client business for Citi in Asia. She enjoys juggling career and family and likes to throw in community and politics for fun by campaigning for US political candidates, fundraising for organizations that advance the role of women in business and promoting foreign direct investment in the Philippines. She is also a guest contributor at Sassy Mama Singapore.

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Claire, on the cover of USA Today

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