



Recommended

Soul Food

Two girls and a granny.

Delve into a packet of Hubbards breakfast cereal in the next few weeks and you might be surprised to find two bright-eyed little girls peeping out at you. Meet Milly and Molly, the stars of 62,000 books being inserted free to promote literacy and family values.

The brainchildren of Gisborne grandmother, author and businesswoman Gill Pittar, Milly and Molly are world famous outside New Zealand – more than 3.5 million books about their adventures have been sold in 109 countries, and their animated television series has been screened in 22 nations (shown here on the TVNZ 6 Freeview channel).

Their story began with Pittar's childhood memories of a "topsy-turvy" doll that had a brown face on one end and a skirt that flipped over to reveal a white face on the other.

It was during the late nineties, when a mood of optimism gripped the country in the approach to the millennium, that she decided to re-create and market the knitted doll. And so Milly, Molly, The Reconciliation Doll for



Above: Gill Pittar has written more than 60 Milly, Molly books.

World Peace and Harmony was born.

To support sales of her doll, Pittar began penning a series of children's stories expounding values instilled during her rural Waikato childhood – virtues such as appreciation of diversity, honesty, kindness and social responsibility, which she saw lacking in the modern world. "We all need to pull together a bit more for the good of mankind and the planet," she says.

More than 60 titles later, she has recapped her writing pen to concentrate on a new goal: "For every child, a book." Hence the joint venture with Hubbards, which will give children something more nutritious for the mind than the back of the cereal packet to read at breakfast time.

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