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**Promoting Positive Male Role Models**

International Men’s Day is held every year on 19 November. This year’s theme is ‘Positive Male Role Models’. International Men’s Day is partnering with Shed Happens and Ian Watson to promote the importance of positive male role models by launching Ian’s new book “Every Bloke’s a Champion – Even You” at 11AM, 19 November 2012 at the Big Shed, 19 Blyth Road, Murrumba Downs, Brisbane.

Warwick Marsh from International Men’s Day said, “Ian 'Watto' Watson, the author of the book is a man's man with an infectious enthusiasm who really gets you going.

Watto has been running 'Shed Happens' around Australia for almost a decade. Shed Happens is a night for men to get together, eat, talk and hear each other's stories. All this takes place in a shed, a machinery shed, or a workshop, barn, welders' shed, garage or even hay shed.

*Author Ian Watson said, “One day I was talking to 2 of my truckie mates, Big Jonesy was one of them, and I thought the world of him. He was 10 years older and wiser than I was, and his words meant plenty to me.*

*I told these 2 mates that I was planning to leave the security of my office job and buy a truck. They both laughed at me, teasing me, the way blokes do. I tried not to show it but my pride and ego were smashed.*

*Then out of the blue Jonesy said, 'Watto, you'll never look back.' His words came from the bottom of his big rough heart. Jonesy had affirmed me. His words meant: 'You're OK, and you'll be good at it!'*

*When someone you love, admire and respect empowers you, you are ready to launch to the moon. It can put a whole new life and purpose into you.****.***

*We blokes all need the affirming words of another man, and never stop needing it, no matter how old. We are always following some bloke we admire and someone is following us, even though we may not realise it. Jonesy’s word to me is a classic Aussie example of a positive male role model which is what International Men’s Day is all about on 19 November 2012 and that’s why I am launching the book to celebrate the day.*

<http://www.youtube.com/channel/UCBxNnFqIXTHBBA-69lvq7qw>

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[www.internationalmensday.com](http://www.internationalmensday.com)

[www.wattobooks.com](http://www.wattobooks.com)

[www.shednight.com](http://www.shednight.com)