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Contact: Dr. Peggy Sissel-Phelan

Telephone: 501-837-5081

Email: [peggy@brainchildpress.com](mailto:peggy@brainchildpress.com)

For Immediate Release

## **Picturing Parent Involvement: Bilingual Picture Book for Children Lauded by Experts**

**Little Rock, AR:** One glance at the back cover addresses the merits of this unique, new picture book for children age three to eight. Entitled *Parents Help in Lots of Ways! (¡Los Padres Ayudan de Muchas Maneras!)*, it is being hailed by educators, community advocates, and administrators as being long overdue.

Why is this book different? *Parents Help in Lots of Ways!* looks at parent involvement through the eyes of children as they describe the simple, but significant, everyday things their moms and dads do to help them learn and grow. Dan Domenech, Executive Director of the American Association of School Administrators applauds the book's fresh approach to promoting parent involvement in this way: "*Parents Help in Lots of Ways! meets children and their parents on their own turf. In a delightful, fresh format, the book offers clear and concrete suggestions for making the child-parent learning team into a winning team! This hit is out of the ballpark!*"

Authored by Steve Lonning, an ESL teacher from Minnesota, this easy-to-read bilingual picture book is designed to engage children and their parents, and is written at the 2<sup>nd</sup> grade reading level. Dr. Vanessa Sheared, Dean of the College of Education at California State University - Sacramento sees this book as being long overdue. "*This simple, yet powerful picture book showcases families from a variety of ethnic, language and racial backgrounds and the multiple ways in which parents support their children's learning. It's a wonderful tool for both the classroom and home that gives kids, parents, and teachers fun ways to talk about the importance of schools, libraries, healthy eating, and family life.*"

*Parents Help in Lots of Ways!* makes a wonderful addition to the PreK to 3<sup>rd</sup> grade classroom and school media center. Charming, non-judgmental and supportive, it also offers educators and communities a new way to reach out to parents via their children. When children bring this book home from school and ask their parents to read it to them, everyone will get the message. As Dan Cardinale, Executive Director of Communities in Schools notes, "*(This book) tugs at your heart . . . and brings us all back to our own joy and longing in showing our parents what we did that day in school . . .*"

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This 8.5 x 8.5 perfect bound book will be available for sale as single copies and as classroom sets from education suppliers such as Follett Library Resources. Bulk purchases of the book in a slightly smaller (7 x 7) format can be ordered directly from the publisher at deeply discounted prices in quantities of 50 – 20,000 or more. Its low bulk pricing makes it is perfect for mass distribution.

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**About Brain Child Press, Inc.**

Brain Child Press was founded in response to the need for easy-to-read, enjoyable educational materials that address topics essential to the healthy development of children. Since 2005 our materials have been used around the nation by agencies, programs, and individuals working toward healthier families and communities.