

FOR IMMEDIATE RELEASE

Fractions are fun?!

Children's book authors Doris Fisher and Dani Sneed are back with My Half Day

MT. PLEASANT, S.C. (July 8, 2008) - Nobody likes fractions! They're difficult, and they're confusing, especially for kids learning the concept for the first time. One-third, three-fifths, four-sixths...it's hard to get kids interested! But what if those fractions are hidden amidst creative visuals and a hilarious story? What if youngsters could suddenly learn fractions without one complaint?

Doris Fisher and Dani Sneed's ***My Half Day*** (Sylvan Dell Publishing, 2008) is set to release this fall, and it is just what the math teacher ordered. ***My Half Day*** is a beautiful picture book from Sylvan Dell Publishing that centers on helping children learn fractions through the telling of the hysterical story of one boy's strange day. Spectacular illustrations by Karen Lee accompany each page, providing visual aids for the math problems within the book. Additionally, there is a "For Creative Minds" section in the back of the book, which features a measuring exercise for recipes, a matching activity with fractions and a game to play at your child's very own pizza party! According to one reviewer, "I simply love ***My Half Day***! There, that's the review. It's that simple."

My Half Day is the third math-themed book from these two. The first two books in the series, *One Odd Day* and *My Even Day* (Sylvan Dell Publishing, 2006 and 2007), both won *Learning Magazine* 2008 Teachers' Choice Awards for Children's Books.

"We are so pleased to have *My Half Day*, our third math book, published with Sylvan Dell," said Doris Fisher. "It is a marvelous addition to *One Odd Day* and *My Even Day*."

Doris loves writing in verse. In addition to co-authoring ***My Half Day***, *My Even Day*, and *One Odd Day*, Doris is the author of the award-winning *Happy Birthday to Whooo? A Baby Animal Riddle Book* also published by Sylvan Dell. Dani Sneed is a full-time engineer, mother of three, part-time writer and former substitute teacher. While teaching, Dani enjoyed explaining math in silly, but memorable, ways.

My Half Day features the quirky illustrations of Karen Lee. Karen has quite a humorous imagination, and it shows in her illustrations for ***My Half Day***, *One Odd Day* and *My Even Day*. These books are full of odd, hidden items that children will love to find. Karen has also written and illustrated *ABC Safari* for Sylvan Dell, which was the 2007 Moonbeam Bronze Award winner and runner up for the 2005 SCBWI Don Freeman Grant.

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Visuals & Other Requests:

For cover art or Doris, Dani or Karen's headshots, visit <http://www.sylvandellpublishing.com/ImageGallery.htm> or e-mail SaraDobie@SylvanDellPublishing.com.

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The official launch date for ***My Half Day*** is September 13, although Doris, Dani and Karen are available for phone, TV, or internet interviews at any time over the next few months. For more information, please contact Sylvan Dell's publicist, Sara Dobie, at (877) 958-2600 or SaraDobie@SylvanDellPublishing.com.

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About Sylvan Dell Publishing

Sylvan Dell Publishing, based in Mt. Pleasant, S.C., is on a mission to create picture books that excite children's imaginations, are artistically spectacular and have educational value. The company specializes in "Science and Math Through Literature" and provides free supplemental parent/teacher resources for every title, along with their newly announced educational resource grant. Founded in 2004, Sylvan Dell's family has grown to include more than 55 authors and illustrators in the U.S. and Canada, and 35 titles – honored as nominees, finalists or winners of more than 50 book awards – line their bookshelf. For more information about Sylvan Dell's books, free parent/teacher resources and their educational resource grant, visit www.SylvanDellPublishing.com.
