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New book launch makes fractions fun!

Award-winning children's book authors Doris Fisher and Dani Sneed are back with My Half Day

MT. PLEASANT, S.C. (Nov. 12, 2008) – Nobody likes fractions! They're difficult, and they're confusing, especially for kids learning the concept for the first time. But what if those fractions are hidden amidst creative visuals and a hilarious story? What if youngsters could suddenly learn fractions without one complaint? It is possible! Just join Doris Fisher, Dani Sneed, and their new children's book, *My Half Day*, at two upcoming events to celebrate their launch!

The initial launch party will take place on Saturday, November 22, from 1 to 4 PM, at the Humble, Texas Barnes and Noble at Deerbrook Mall. Doris and Dani will be there for their book launch party, doing signings all afternoon. Then, on Saturday, December 6, the celebration will continue as they team up with Santa for another exciting signing at the On the Park Toy Store in Kingwood, Texas, from 1 to 3 PM.

My Half Day (Sylvan Dell Publishing, 2008) 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. *My Half Day* is a picture book 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. According to one reviewer, "I simply love *My Half Day*! There, that's the review. It's that simple."

"It feels wonderful to have three math books children enjoy," said Doris Fisher. "They love all the odd pictures in each one, especially mom with two heads in *One Odd Day*, the wild Scramblesaurus in *My Even Day* and a soccer team from Mars in *My Half Day*. We are so very lucky to have a wonderful illustrator, Karen Lee, who made our text shine and sparkle with her art, imagination, and added picture oddities!"

For more information about Doris Fisher, visit her website at <http://www.abcdoris.com/>. For more information about *My Half Day* or Sylvan Dell Publishing, visit <http://www.SylvanDellPublishing.com> or contact 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. 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. For more information about Sylvan Dell's books and free parent/teacher resources, visit www.SylvanDellPublishing.com.