

MEDIA ALERT 8/13/08

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FRACTIONS ARE.....*FUN?!?*

Doris Fisher and Dani Sneed are back with a new addition to their award-winning series

WHAT

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 fanciful 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 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."

EVENT SCHEDULE

- Sept. 9, Tuesday, 2:00 PM, Eagle Springs Elementary, Humble, TX. Doris will lead a reading with grades 1-3.
- Sept. 13, Saturday, 1:00 – 4:00 PM, Barnes and Noble, Humble, TX. Meet Doris and Dani at their **Book Launch Party!**
- Sept. 15, Monday, 7:00 PM, Atascocita Branch Library, Harris County Public Libraries, Humble, TX. Dani will be doing a bedtime story reading and craft.
- Sept. 19, Friday, 9:00 AM – 9:30 AM, Klein School District, Houston, TX. Doris will be signing books.
- Oct. 4, Saturday, 1:00 PM – 3:00 PM, On the Park Toy Store, Kingwood, TX. Doris and Dani will be signing and reading.

- The first two books in the series, *One Odd Day* and *My Even Day* (Sylvan Dell Publishing 2006 and 2007), both won *Learning Magazine's* Teachers' Choice Awards.
- Doris Fisher 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.

ABOUT...

For a fun, family-friendly interview with Doris or Dani, please contact Sylvan Dell's publicist Sara Dobie at SaraDobie@SylvanDellPublishing.com or (877) 958-2600.

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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 – line their bookshelf. For more information about Sylvan Dell's books, educational resource grant and free parent/teacher resources, visit www.SylvanDellPublishing.com.