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FOR IMMEDIATE RELEASE

Families can Celebrate Children’s Book Week with Educational Picture Book

Mt. Pleasant, S.C. (Nov. 3, 2006) – This Monday, Nov. 13, is the start of Children’s Book Week, an annual event sponsored by the Children’s Book Council (CBC) to encourage the enjoyment of reading for young people, and children’s author Janet Ruth Heller’s picture book is one way families can celebrate together.

Heller’s book, “How the Moon Regained Her Shape,” is based on a Native American folktale that explains the lunar cycle and phases of the moon. Published by Sylvan Dell Publishing and illustrated by Ben Hodson, this sweet story also offers children a life lesson as they observe how the Moon overcomes her hurtful encounter with the Sun and, through the love of her many admirers and friends, ultimately rebuilds her self-confidence and resumes her place in the heavens.

“Children’s books have a unique opportunity to entertain and educate a child, and that’s part of why I decided to write,” explains Heller. “Sylvan Dell helped make my Moon book educational by adding a ‘For Creative Minds’ section with fun facts about the moon, Native American names for full moons, a lunar calendar, a recipe for moon cookies and craft projects to illustrate the moon’s phases and rotation.”

In addition to the “For Creative Minds” Section, Sylvan Dell’s website also contains “Learning Links” and “Teaching Activities” that educators can use to develop classroom lessons. “Moon” supports elementary school curriculums by meeting National Science Standards and has been vetted for scientific accuracy by the director of the Von Braun Observatory, Dr. Wesley Swift, Jr.

The picture book has received complimentary reviews from *Armchair Interviews*, *Book Talk*, *Science Books & Films*, the *Midwest Book Review*, the *Horn Book Guide* and the Children’s Comprehensive Literature Database. It is also part of the Accelerated Reader Program used in over 57,000 schools.

“The educational component combined with Heller’s warm, encouraging story and Hodson’s unique illustrations are what set ‘How the Moon Regained Her Shape’ apart from other picture books with Native American themes,” Heller continues.

Readers can ask for Sylvan Dell titles at their favorite local or online bookstore. For more information about “How the Moon Regained Her Shape” or Sylvan Dell, visit www.SylvanDellPublishing.com or call Katherine Miller at (877) 958-2600. Those interested in learning more about Children’s Book Week and the Children’s Book Council can visit www.cbcbooks.org.

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