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FOR IMMEDIATE RELEASE**Share “ABC Safari,” “Animal Riddle Book” During National Wildlife Week**

Mt. Pleasant, S.C. (April 16, 2007) – Children, parents and teachers are invited to learn more about different animal species during National Wildlife Week, which begins this Saturday, April 21.

National Wildlife Week, held annually by the National Wildlife Federation (NWF), aims to educate citizens about making a difference for wildlife in their communities, and one great way children become more aware of their environment is by reading. “*Happy Birthday to Whooo? A Baby Animal Riddle Book*” by Doris Fisher and “*ABC Safari*” by Karen Lee are two books that parents and teachers are invited to share during the upcoming week.

South Carolina-based Sylvan Dell Publishing, a young company on a mission to create picture books that excite children’s imaginations, are artistically spectacular and have educational value, publishes each of these scientifically accurate picture books. The company aims to teach science and math through warm, fun-to-read literature and then extends each title’s learning possibilities by including a three to five-page “For Creative Minds” educational section in the back of each book and child-friendly “Learning Links” and “Teaching Activities” on their website, www.SylvanDellPublishing.com.

“*Happy Birthday to Whooo?*” is a witty book of baby announcements that will have children giggling as they use the various text and illustrated clues to solve the riddles and guess what baby was just born. The riddles introduce 12 different animals including owls, elephants, blue whales, and kangaroos. The picture book is a National Parenting Publications Association 2006 Children’s Product Gold Award Winner and is part of the Accelerated Reader program. Educators at the Houston Zoo verified “*Happy Birthday to Whooo?*” for scientific accuracy.

“*ABC Safari*,” transports children on an around-the-world ABC animal journey. Readers will explore animals in different habitats and geographic regions—from the African jungles to the depths of the ocean—through Lee’s rhyming verses. Ron Fricke, Vice President of Education at the Philadelphia Zoo, vetted the scientific accuracy of this book, which is under consideration for the Accelerated Reader program. In addition, “*ABC Safari*” was the runner-up for the 2005 Society of Children’s Book Writers and Illustrators (SCBWI) Don Freeman Grant.

Readers can ask for “*Happy Birthday to Whooo?*,” “*ABC Safari*” and other Sylvan Dell titles at their favorite local or online bookstore. They can also find more information by calling Katherine Miller at (877) 958-2600 or by visiting www.SylvanDellPublishing.com. Families may learn more about National Wildlife Week at www.nwf.org.