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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 in young people, and children’s authors Doris Fisher and Dani Sneed’s picture book is one way families can celebrate together.

A school librarian inspired Sneed to tackle a math concept for young children, and the Houston, Texas, duo published “One Odd Day” with Sylvan Dell Publishing in September. The picture book features illustrations by Karen Lee and is a humorous, read-aloud story about a young boy who wakes up to find that everything around him is odd.

“I chose even and odd numbers,” Sneed explains, “and made them fun by making the day get stranger and stranger. I think one of the best aspects of the book came as Karen took off with the art and made a ‘seek-and-find-what-is-odd’ game.”

Doris Fisher, author of another Sylvan Dell title, “Happy Birthday to Whooo?,” enjoyed working with Sneed, saying “One great day, Dani showed me her book and asked if I could make it rhyme. I had written and published other poems, but a complete book of whacky, rhyming fun was a new idea!”

“Children’s books have a unique opportunity to entertain and educate a child, and that’s part of why I decided to write,” explains Sneed. “Sylvan Dell helped make ‘One Odd Day even more educational by adding a ‘For Creative Minds’ section including a counting game, a guide to Karen’s ‘seek-and-find-what-is-odd’ game and an odd coloring chart.” 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.

Kathy Skinner, recipient of the 2004 Presidential Award for Excellence in Mathematics Teaching for the State of Texas, reviewed “One Odd Day” for accuracy. Additionally, the picture book has been selected for the Accelerated Reader Program, which is used in over 57,000 schools and was featured on the cover of *Learning Magazine* recently.

Readers can ask for Sylvan Dell titles at their favorite local or online bookstore. For more information about “One Odd Day” or Sylvan Dell Publishing, 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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