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FOR IMMEDIATE RELEASE

Win \$500, 10 Books for Your Children *Sylvan Dell Publishing Challenges Families to Learn Together*

Mt. Pleasant, S.C. (Feb. 25, 2008) – Sylvan Dell Publishing is encouraging families nationwide to explore their communities this spring for a chance to win \$500 and 10 books for their kids.

The first annual “Sylvan Dell Challenge” dares parents to jumpstart their children’s love of learning through educational activities. Families taking the challenge must complete at least five of the ten educational activities listed on Sylvan Dell’s Web site with their children between March 1 and June 1. To qualify, an “activity tracker” and documentation of completed activities must be sent by mail or e-mail to Sylvan Dell before June 15.

“It’s important that families explore the world around them together,” said Lee German, Sylvan Dell Publishing co-owner and publisher. “We’re offering an incentive for parents to get involved with their children’s learning, but the real reward will be what they discover together.”

Before founding Sylvan Dell in 2004, Lee and his wife, Donna, took some time off to travel the U.S. with their three daughters. They armed themselves with family memberships to zoos, aquariums, national parks and science museums; packed up their van; and began their six-month adventure.

“This challenge is designed to mirror what we experienced during that time,” said Donna, co-owner and editor. “Many families are pressed for time, but they’re missing out on opportunities close to home that can be enjoyed as a family in an afternoon or during the weekend.”

The company’s mission – “science and math through literature” – also comes in part from the Germans’ travel experiences.

Complete rules and guidelines for the “Sylvan Dell Challenge” are available at www.SylvanDellPublishing.com/SylvanDellChallenge.htm. A summary of the 10 activity choices are as follows:

- Visit a planetarium.
- Identify two different birds in your backyard and research them together.
- Visit a zoo.
- Visit an aquarium.
- Participate in a local library’s children’s program.
- Visit a science center.
- Participate in a local, state or national park/forest naturalist or Junior Ranger program.
- Research your child’s favorite animal together – have him/her draw a picture and identify a few fun facts about that animal.
- Attend a children’s program or story time at a local bookstore.
- Read 10 books with your child throughout the challenge. Send in a list.

The challenge is intended for families with children ages 4 to 8, but all families are welcome to participate.

All entries will be entered into a drawing, and three winners will be chosen at random. The first-place winner will receive a \$500 scholarship for their child and their choice of 10 Sylvan Dell books, and the two runners-up will each receive their choice of 10 books, as well.

Any questions regarding Sylvan Dell Publishing or the "Sylvan Dell Challenge" can be sent to AngieDzalamanow@SylvanDellPublishing.com.

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About Sylvan Dell

Sylvan Dell Publishing in Mt. Pleasant, S.C., is on a mission to excite children's imaginations with artistically spectacular science, math and nature themed stories. Founded in November of 2004, Sylvan Dell's family has grown to include more than 52 authors and illustrators in the U.S. and Canada, and 29 titles – honored as finalists or winners of more than 40 book awards – line the bookshelf. For more information about Sylvan Dell's books and free supplemental resources, visit www.SylvanDellPublishing.com.
