

FOR IMMEDIATE RELEASE

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Lose that Remote and Seize the Day!

TV Turnoff Week Overlaps with Earth Day this Year

Mount Pleasant, SC (April 13, 2010) – Join Sylvan Dell in celebrating national TV Turnoff Week April 19-25 and Earth Day, April 22. Every year this week challenges families to turn off their television sets and find an alternate form of entertainment. Earth Day, celebrating its 40th year, happens to fall right in the middle of TV Turnoff Week this year and provides a perfect excuse to turn off the television and learn about the earth.

So, instead of channel surfing, do something good for the Earth. Here are some suggestions:

- **Visit an animal rehabilitation center near you.** Ask what types of animals do they help? Are any of these animals endangered or threatened? What can you do to help?
- **Take a trip to the zoo or your local aquarium.** Turn it into a learning activity. Draw or make a list of the ways the animals are alike or different.
- **Go hiking in a nature reserve.** Collect leaves, shells and flower petals. Draw a tree or make a nature journal.
- **Visit a nature museum.** Quiz yourself after, what do you remember? Write down what you learned.
- Read a book like “**Where Should Turtle Be?**” or “**What’s New At the Zoo?**” Sylvan Dell books are great educational resources that promote awareness and appreciation for animals and the environment.

Sylvan Dell is participating by giving schools, libraries and families free access to their 50 eBooks for the week of April 19-25. More than 40 of these eBooks explore Earth Day related themes including marine animals, habitats, wildlife, zoo animals, earth and physical science, birds, and astronomy. So, before deciding to turn on the TV, read an eBook and learn about the wonders of the Earth!

For more information about Earth Day, visit <http://www.earthday.net/earthday2010>

For more information about “TV Turnoff Week,” visit: <http://tvturnoff.org/>

For more information about Sylvan Dell Publishing, visit: <http://SylvanDellPublishing.com>

eBook access instructions are located on the Sylvan Dell website at: <http://www.sylvandellpublishing.com/TVTurnOffWeek.htm>

Additionally, the access link is embedded in the two images below.

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The screenshot shows the Sylvan Dell Publishing website interface. At the top, there is a navigation bar with links for "Science and Math Through Literature", "Shopping Cart", "Sign Up / Login", "Bookstores & Gift Shops", "Teachers & Librarians", "Parents & Homeschoolers", and "Children". Below the navigation bar, a sidebar on the left contains links for "Home", "Online Store", "How to Order", "Authors / Illustrators", "Signings / Events", "Media Center", "Submissions", and "Contact Us". The main content area features a banner for "TV Turnoff Week and Earth Day Participant" with a link to "eBook Operating Guide" and "View in Spanish". Below this, a section titled "English" displays a grid of ten eBook covers, including "Sylvan's New Home", "LITTLE RED BAT", "Newton and Me", "PANDA'S PANDAING OUT", "WALK THE DISTANCE", "ABC Safari", "Mammals on the Move", "Baby Owl's Rescue", "The Best Nest", and "Blackberry Banquet". Each cover includes the text "New Release".



About Sylvan Dell Publishing

Sylvan Dell Publishing's mission is to excite children's imaginations with artistically spectacular science, math and nature themed stories. Founded in November of 2004, Sylvan Dell has grown to include more than 75 authors and illustrators, in the U.S. and Canada, and 50 titles – honored as finalists or winners of more than 70 book awards. Our ***Science and Math Through Literature Program*** integrates reading, science, math, geography, character skills, and language learning through fun, cross-curricular activities. Sylvan Dell provides more online educator resources than any other publisher in the U.S. We offer schools, homeschooling families and public libraries a free one-year access to our ebook site license featuring **the most technologically advanced eBooks** each with Auto-Flip, Auto-Read, 3D page curling, and selectable English and Spanish text *and* audio through our School Resource Grant program. For more information, visit <http://www.sylvandellpublishing.com>.