

Author Showcase Features Entrepreneurs in Children's Literature

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Charlottesville, VA July 9, 2007. The Reading Tub, Inc. is pleased to announce its Summer Quarter Author Showcase. The current slate of featured guests – Jennifer Bouani; Lisa Dunn-Dern; and Mark and Andrea Blevis of Just One More Book – are transforming the ways that parents can reach our kids through books and reading.

"When I began reading the interviews for this Author slate, I was immediately struck by how each of them has created incredible vehicles for reaching kids and parents in new ways," says Terry Doherty, president of The Reading Tub, Inc. "Sometimes when we put together the showcase we can find a theme among the authors. This time it's just a word: passionate. That word is often over-used, but this group just exudes energy."

The Reading Tub, Inc. is a 501(c)(3) public charity dedicated to promoting children's and family literacy. The Author Showcase is now in its third year. The purpose of the program is to introduce parents, teachers, librarians, and the general public to new authors and new books that they probably don't know about. "You're not likely to see these authors on the morning talk shows, but their stories are just as good – and in a lot of cases better – than some of the celebrity-endorsed, material we see on TV," continued Doherty. "What is particularly great about this group is that they are pushing children's books in new directions. They are each entrepreneurs in their own right, and because they are using traditional and emerging media, they can reach audiences of all ages and levels of comfort with technology."

In 2006, Jennifer Bouani launched the Future Business Leaders' Series™, a book series for young readers. Jennifer has been fascinated by business her entire life, and she puts that energy into helping other kids that have that entrepreneurial spirit. The first title in the book series, Tyler & His Solve-a-matic Machine, recently won an iParenting Media Award: The 2007 Excellent Products Call in Children's Books. [To see the Reading Tub® Feature with Jennifer Bouani, go to www.thereadingtub.com/displayAuthor.asp?id=38]

Just One More Book! – a website that features podcast reviews of children's books and interviews – is celebrating its first birthday. You would think that the number of reviews – not to mention the number of awards – that the site had been around a lot longer. Mark and Andrea Blevis created Just One More Book! in July 2006 as a venue for showcasing reviews of the books they are reading with their daughters. But the content goes WAY beyond just reviews. You will find interviews with authors, illustrators, and other professionals in the children's literature business. What takes the Website to the next level is the ability to download podcasts. [To see the Reading Tub® Feature with Mark and Andrea and read the interview, go to www.thereadingtub.com/displayAuthor.asp?id=37]

Lisa Dunn-Dern is touching kids and parents around the world. To say that Lisa understands the media is a HUGE understatement. She is using traditional and emerging media to help children (and their families) build successful, happy relationships. You can see her on television, you can hear her on a monthly Internet radio show she co-hosts with her daughter, and you can read her blog. Lisa has just released Dr. Duncan Dog on Duty, the second title in her semi-biographical picture book series. And since that doesn't keep her busy enough, she is also producing and hosting a children's television show for Ethiopian Television. [To see the Reading Tub Feature with Lisa Dunn-Dern and read our interview, go to www.thereadingtub.com/displayAuthor.asp?id=39]

Anyone interested in learning more about Cheryl Block, Lynda Bulla, and Nancy West can also link directly to the interviews through the "Author Showcase" tab on the Reading Tub® Web site. Once there, you can learn more about the authors and you can link to reviews of their books.

The archive of authors previously featured in the Author Showcase is easy to find. Just go to www.thereadingtub.com/author_showcase.asp

To become a Featured Author or learn more about the Author Showcase, go to www.thereadingtub.com/becomeFeatured.asp

The Reading Tub, Inc. is a 501(c)(3) public charity dedicated to promoting children's and family literacy. Our mission is to help families find great books to share with their children and encourage a love of reading and learning.

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