



FOR IMMEDIATE RELEASE

lilSprout® Press Debuts New Series to Educate Children on Important Health Topics

SAN FRANCISCO, California (August 27, 2012) – Today, lilSprout® Press, a San Francisco based publishing company specializing in the publication of books and educational materials for children, parents, and educators, released *AH-CHOO! You Have a Cold!*

AH-CHOO! You Have a Cold! is the first release from The Mind & Body Learning Library, a series geared toward preschoolers to first-graders that explores various topics promoting self-care, preventative action to getting sick, and relaxation techniques. The book is written by Kira Freed, illustrated by Alex McVey, and edited by Pediatric Psychologist Sunny Im-Wang, Psy.D., S.S.P.

“The Mind & Body Learning Library introduces to young children important basic concepts about our mind and body and how they’re connected to each other; helping them feel empowered with knowledge through age-appropriate explanation,” said Dr. Im-Wang. “It also introduces and promotes self-care; all together, a great resource for children and adults.”

AH-CHOO! You Have a Cold! teaches kids what a cold is, what the symptoms are, the difference between a cold and the flu, how to stop the spread of a cold to others, signs that it’s time to visit the doctor, the best ways to fight a cold, and staying healthy – all with fun, colorful, and easy to understand graphics and text.

“Complex concepts such as understanding emotions or physical experience are difficult to explain and teach to young children,” said Dr. Im-Wang. “Children benefit from learning about general functions of what is happening to their body and mind through a simple yet educational book.”

AH-CHOO! You Have a Cold! is published by lilSprout® Press (release date August 27, 2012), an independent publishing company, founded by a pediatric psychologist, that specializes in the publication of books and educational materials for children, parents, and educators.

About lilSprout® Press

lilSprout® Press is dedicated and passionate about providing helpful knowledge and resources that are easy to apply to everyday life for families. Through print, online content, and educational materials, lilSprout® Press focuses on helping children and their families, both immediate and extended, to grow and thrive. For more information, please visit us at lilSproutpress.com.

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