



## PRESS RELEASE

### NEW SMALL PRESS PUBLISHER, ADORAPET PUBLISHING, OPENS WITH 8 PICTURE BOOK TITLES

*AdoraPet Publishing, located in New York City, aims to combine fun and education into small books for small hands and families on the go.*

#### FOR IMMEDIATE RELEASE

New York, New York - August 1, 2011 - For families looking for the picture book sweet spot: colorful, rhyming and rhythmic books that are as travel-friendly as board books but are not as basic as their cardboard cousins, AdoraPet is releasing its first 8 picture books in November 2011. These hardcover books aim to inspire a love of reading and discovery in young children by combining fun stories and adventures with simple educational concepts by weaving in different topics, puzzles and facts.

“What refreshing little books for young children,” said Shelby Hogan, grandmother to a 2 year old boy. “I really like the educational concepts of the books for a young age level.”

Central to AdoraPet Publishing’s mission is ethnic representation in all of its books. “Our goal is to let all children know that their lives are full of potential and possibility, regardless of what you look like or what your background is. It’s important to me that our books are as inclusive as possible and reflect all of our readers, not just a small subsection of them,” said founder, YiShaun Yang. “Childhood is such an impressionable time, and I believe a major way we can nurture children’s dreams is by showing children pictures of people who look like them in children’s books. That way, children of different ethnicities feel included and know that they matter too.”

At 4.5” x 4.5” in size, these books can be easily tucked into purses, car backseat pockets, and stroller bags, allowing parents to easily share a love of books with their children, whether their family is on vacation or in the supermarket.

“I love the size of the books,” said Jennifer G., mother to a 3 year old boy. “When we went on summer vacation, I was lugging around these giant picture books, because board books were too simple for him, but I couldn’t find any books small enough for his age level.”

AdoraPet Publishing intends to publish around 8 titles a year.

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AdoraPet Publishing is a small press publisher that focuses on children’s picture books.

[www.AdoraPetPublishing.com](http://www.AdoraPetPublishing.com)

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