



JEWISH BEDTIME STORIES & SONGS FOR FAMILIES



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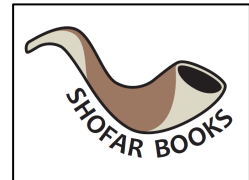
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Marshall Cavendish Children's Books Partners with The PJ Library® *to launch a new Jewish children's book line in 2011*

Tarrytown, New York | While publishers are meeting the challenge of providing content for devices such as the Kindle and Nook, one Massachusetts-based non-profit organization, The PJ Library, is helping to establish family libraries to encourage the tradition of reading to children at bedtime and to build Jewish identity. The PJ Library and the publisher, Marshall Cavendish in Tarrytown, New York, are teaming up to develop a new line of hardcover picture books to launch in fall 2011.

“For a long time, I’ve wanted to start a line of Judaica picture books, but because they’d sell mainly into a niche market, I could never make the numbers work,” says Margery Cuyler, Publisher of Marshall Cavendish Children’s Books. “I’m so glad that The PJ Library came along, because with their support, we can now develop an exciting program of children’s books that reflects Jewish values and identity. The PJ Library will distribute a paperback edition to their participating families while we’ll market a hardcover edition to synagogues, Jewish libraries, and through our normal trade channels. Each Marshall Cavendish book will be branded with an image of a shofar, an ancient musical horn that historically announced important events and is used today on the High Holy Days. In addition, there will be an embossed seal with The PJ Library logo on the jacket of the Marshall Cavendish edition.”



“We are honored to have our logo appear on titles in the major bookstores,” says Marcie Greenfield Simons, Director of The PJ Library. “Marshall Cavendish embraces publishing books with Jewish values and bringing them into the mainstream market. The PJ Library is thrilled to partner with Marshall Cavendish in this endeavor, which will bring more high-quality Jewish-themed books into print.”

The Shofar Books line will launch with three titles and will continue with two to four titles each season. The first three titles will be: *The Golem's Latkes* (ISBN: 978-0-7614-5904-0) retold by

Eric A. Kimmel, illustrated by Aaron Jasinski; *Hanukkah, Oh Hanukkah!* (ISBN: 978-0-7614-5845-6), illustrated by Olga and Aleksey Ivanov; and *Many Days, One Shabbat* (ISBN: 978-0-7614-5965-1) by Fran Manushkin, illustrated by Maria Monescillo.

To assist in making Shofar Books a success, Marshall Cavendish is seeking Judaic picture-book submissions (Holocaust stories are discouraged). Please send submissions to Margery Cuyler, Publisher, Marshall Cavendish Children's Books, 99 White Plains Road, Tarrytown, NY 10591 and mark the package "Shofar."

Marshall Cavendish Corporation

Marshall Cavendish is a leading North American publisher of nonfiction series, children's books, illustrated encyclopedias, and digital resources. Marshall Cavendish Benchmark specializes in visually appealing and authoritative nonfiction series, meeting the needs of readers from kindergarten through high school. Marshall Cavendish Children features picture books, chapter books, novels, and nonfiction that appeal to readers from 2-16. Marshall Cavendish Reference offers titles on a wide range of topics to support the curriculum and to encourage lifelong learning. Based on and expanded from our award-winning printed encyclopedias and nonfiction series, Marshall Cavendish Digital offers all of the authoritative content and visual excitement you would expect from Marshall Cavendish, with the addition of online functionality that reflects the experience and needs of a new generation of students. Marshall Cavendish eBooks are searchable digital books that include the full text and illustrations of select Marshall Cavendish Benchmark, Reference, and Children titles.

About The PJ Library®

The PJ Library is an award-winning Jewish family engagement program designed to strengthen the identities of Jewish families and their relationship to Jewish community. The PJ Library, which started in 2005 by providing books to 200 families, today offers free, high-quality Jewish books and music each month to more than 65,000 children between the ages of six months and eight years in more than 130 communities in the United States and Canada. About 44,000 preschool children in Israel also receive books through "Sifriyat Pijama." The programs were created by the Harold Grinspoon Foundation, which funds institutions and programs that directly transmit Jewish learning to children, adults, and families. The PJ Library impacts families beyond the books they receive at home by building a community of practitioners, connecting families to their local Jewish communities, and enriching local Jewish programming. The PJ Library partners with philanthropists and Jewish Federations, Jewish Community Centers, and other Jewish non-profit organizations to bring The PJ Library books and music to children. The PJ Library pays 60 percent of the cost of sending one package each month to PJ Library participants, while the partnering organizations pay 40 percent, just \$40 USD a year (\$50 USD in Canada). For more information about The PJ Library, visit www.pjlibrary.org.

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