

## **Barefoot Books Acquires BabbaCo** ***Barefoot takes big step forward to build global lifestyle brand***

**January 15, 2014** – Barefoot Books, the award-winning, independent children’s publisher, has acquired BabbaCo, the e-commerce subscription company dedicated to helping parents create fun, memorable experiences for their children.

Jessica Kim, CEO and Founder of BabbaCo, joins Barefoot Books as President, Barefoot Living, at a time when the company is poised for high growth as a global lifestyle brand. Over the years, Barefoot has gained the reputation as a pioneer in the publishing industry, with its visionary brand and high quality product offer. The company is now focused on growing its community of home-based Ambassadors who run their own businesses and live Barefoot. All are connected by an appreciation of the importance of creativity, imagination and diversity, and by a commitment to raising happy, healthy, caring children.

“When I first met Jessica and the BabbaCo team in 2012, the synergies between our businesses were instantly apparent,” said Nancy Traversy, Co-founder and CEO, Barefoot Books. “BabbaCo was bringing stories to life in a box, and at Barefoot we’re doing the same through our Ambassador network and in our Concord and Oxford Studios. Our communities clearly shared the same values and interests. More importantly, Jessica, as a mom of three small children, and with her energy, passion, marketing flair and expertise in leading entrepreneurial ventures, seemed like the perfect choice to drive the growth of Barefoot’s global Ambassador business.”

Before founding BabbaCo in 2008, Jessica was responsible for brand strategy at Kraft. Prior to that, she started Jessica’s Wonders, a baked goods company, at the ripe age of 19 out of her college dorm room. She has degrees from Brown University and Northwestern’s Kellogg School of Management, and is a Juilliard School-trained concert violist.

“I have always been driven by the mission and impact of what we do,” said Jessica Kim, President, Barefoot Living. “As a parent and entrepreneur, I have long admired Barefoot’s core values, beautiful books and innovative approach. I am so excited to leverage technology, online marketing and social media to reach a new generation of parents.”

This acquisition brings new leadership, new world expertise and a new community of loyal followers to an already strong foundation and brand. Barefoot is poised for some big next steps in 2014!

**About Barefoot Books** Barefoot Books is an award-winning, independent children’s publisher with offices in Cambridge, MA, USA and Oxford, England. Since 1993, Barefoot Books has created more than 600 books and complementary gifts for children, using timeless stories and captivating illustrations to encourage discovery, creativity and global awareness. The company’s goal is to create a world-wide network of story-lovers who champion the central role of the imagination in children’s lives and recognize the importance of diversity. Barefoot Books are available from its grassroots community of home-based Ambassadors, in its flagship-studios in Concord, MA and Oxford, in schools and libraries, and from carefully selected retail partners. For details, visit [www.barefootbooks.com](http://www.barefootbooks.com).

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