



## **Leading Barefoot Books Ambassadors Win Trip to South-West France** *Adventure in Gascony awaits top Home-based Sellers*

Barefoot Books, the independent multicultural children's publisher, is excited to announce the results of its recent Ambassador Challenge. Eight grand prize winners will embark on a four-night trip this spring to the South of France to attend an exclusive Ambassador Summit at Co-Founder and CEO Nancy Traversy's beautiful home.

Barefoot Books Ambassadors earn income and fundraise for their favourite charities by selling Barefoot Books in their local communities. In the countdown to Christmas 2012, Ambassadors had the opportunity to win a variety of French-themed exclusive prizes, including handmade ornaments, original artwork, an exceptional gift set, and the top prize -- a four-night trip to the South of France. The high-stakes contest resulted in increased sales of Barefoot books, and lots of friendly competition during the busy holiday season.

The eight grand prize-winning Ambassadors are: Tammy Bristol (US), Hilary Brookes (UK), Nicola Kelsall (UK), Laurie Mattaliano (US), Claire McIntyre (UK), Barbara Saunders Sims (US), Jennifer Strohl (US) and Melissa Twist (UK).

"We are thrilled with the response our Ambassadors had to this challenge; the excitement and passion they bring to sharing Barefoot books and the Barefoot lifestyle with their communities makes us incredibly proud," explains Nancy. "It will be a pleasure to have these successful entrepreneurs visit my home in France and I am very much looking forward to a fun-filled, cultural adventure together sharing best practices and creative ideas, enjoying great friendships and food, and generally living Barefoot! "

### **About Barefoot Books**

Barefoot Books is an award-winning, independent children's publisher with offices in Cambridge, MA, USA and Oxford, England, that specializes in carefully crafted books, gifts and digital content to help children on their journey to become happy, engaged members of the global community. Since 1992, Barefoot Books has created more than 500 books and complementary gifts for children that use 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 believe in the importance of imagination in children's lives. Barefoot Books are available on their website, through their grassroots community of independent home-based Ambassadors, in their Studios in Concord, MA and Oxford, England and flagship store in FAO Schwarz, NYC, in schools and libraries, and through carefully selected retail partners. For more information, visit [www.barefootbooks.com](http://www.barefootbooks.com).

### **About the Barefoot Books Ambassador Program**

The Barefoot Books Ambassador Program is a grassroots, community-focused approach to bringing the company's award-winning, multicultural books and gifts to local families and schools. Ambassadors, who come from many walks of life and different backgrounds, run their own independent, home-based businesses selling Barefoot Books and offering their communities all kinds of simple, yet effective ways of supporting the imaginative development of children. Anyone can join – the company provides both hands-on and on-line training and support, with regular workshops and conferences that enable Ambassadors to play to their own creative strengths. Some become fantastic storytellers; some devise fabulous arts-and-crafts projects; some focus on sharing straightforward advice on what works best for them as parents. Ambassadors are invited to follow their own interests, translating imagination into action in all kinds of contexts: in schools, at farmers' markets, at cultural festivals, in local community halls, at home parties and in multi-stranded initiatives that they develop with local non-profit enterprises. More information is at [http://www.barefootbooks.com/community/become\\_an\\_ambassador/](http://www.barefootbooks.com/community/become_an_ambassador/).

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