



Barefoot Books

step inside a story

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Barefoot Books takes big steps in Canada

In September 2016, Barefoot Books will begin an exciting new chapter in its global story. Co-founded in England in 1992 by Canadian-born Nancy Traversy, and now based in Cambridge, MA, Barefoot is ready to grow its vibrant and timeless family brand in Canada.

For the first time, the independent publisher's extensive collection of engaging, multicultural books and gifts for children will be available in Canadian dollars online and through its social selling community of independent Ambassadors. Barefoot will also ship directly to customers from a new warehouse in Milton, Ontario.

The company currently has about 200 Canadian Ambassadors, and a further 1000 in the US, who run entrepreneurial businesses selling Barefoot at in-home and online parties, book fairs, fundraisers, farmers' markets, teachers' conferences and other community events. The new location in Milton will enable Barefoot to provide more efficient and cost-effective shipping directly to Canadian Ambassadors and their customers beginning in mid-August. The Barefoot Books website and new Fall / Winter 2016 catalogue available on September 1 will also include Canadian pricing for all products.

"As a proud Canadian, I am thrilled that Barefoot is coming home and delighted that our global story has come full circle," says Nancy Traversy, Co-founder and CEO of Barefoot Books. "Since we began as a small home-based business in England nearly 25 years ago, we have been committed to publishing beautiful books for children that nurture creativity, compassion and global awareness, themes that I know will resonate strongly with Canadian families and educators. We are so excited about the enormous potential to grow our Ambassador community and look forward to getting as many books as possible into the hands of children across Canada."

Contact Jeanne Stafford, publicity@barefootbooks.com, +1.617.335.7946, to learn more about Barefoot's business in Canada and Ambassador program, or to arrange an interview with Co-founder Nancy Traversy.

About Barefoot Books

Barefoot has published 600+ books for children that encourage discovery, compassion, creativity and global awareness. Their first app, [Barefoot World Atlas](#), has 4 million downloads and their [YouTube Channel](#) has over 70 million views. Most importantly, over nearly a quarter of a century, Barefoot has put more than 20 million books into the hands of children around the world. With a mission to "Share Stories, Connect Families and Inspire Children," Barefoot is now leveraging its vibrant, timeless family brand with a social selling model that empowers women entrepreneurs.

