

Apple picks *Barefoot World Atlas* as one of Top Ten Apps of All Time
Monumental coup latest in series of recent achievements for independent publisher

July 8, 2013 – As Barefoot Books, the multi award-winning independent children’s publisher, prepares for its twentieth anniversary this autumn, the team is jubilant that its first app has been chosen by Apple as **one of the top ten from nearly a million apps** available in the five-year history of the App store. (Apple approved press release)

Launched in March 2012, the **Barefoot World Atlas**, created in partnership with independent app developers **Touch Press**, has received accolades from, among others, Apple, *TIME* magazine, *The Today Show*, *The New York Times* and *ABC News*. Based on the best-selling **Barefoot Books World Atlas**, this encyclopedic app is a hand-painted, 3D interactive globe that users can spin, zoom and fly around at the touch of a fingertip. The app, which has been likened to Google Earth for children, saw over 100,000 downloads in its first year and is newly available in a streamlined, multilingual format, with easily interchangeable English, Catalan, French, German, Japanese and Spanish text and audio.

As a small, proudly independent company in an industry dominated by massive multinationals, Barefoot Books recognizes that **selling** books requires as much creativity as **making** them. It has adopted the catchphrase “small is beautiful” to encompass its unique approach. Here are some recent achievements:

- **Going local** – In 2006, Barefoot Books stopped direct supply of its books to the major book chains, Barnes & Noble and Borders, and its sales increased by 40%. In May 2013, it ceased selling to Amazon to focus on close-knit relationships with independent retailers and, in particular, with its rapidly growing network of home-based sellers – Barefoot Books Ambassadors. The publisher has received **support from across the world** for this bold move.
- **Empowering entrepreneurs** – The Barefoot Ambassador program allows women (and men, too) the opportunity to start their own home-based businesses, combining local community outreach with global social media. The worldwide Ambassador network has grown by nearly 60% in just the last three months.
- **Opening its own venues** – In another innovative move, Barefoot Books has brought its brand to local economies by opening flagship retail studios in *Concord, MA* (2010) and in *Oxford, England* (2011). The studios are a key part of the company’s strategy to connect with local communities and grow its grassroots following. They boast lively calendars filled with nearly 100 family fun events each month, including storytelling, music, arts, crafts, African drumming, yoga, puppet shows and much more. Many events that happen here are adapted by Ambassadors for their own communities.
- **Winning awards** – Barefoot Books just keeps on winning awards. In a significant coup for a company that is committed to cultural diversity, it won the 2012 Independent Publishing Guild’s Award for Diversity in Publishing. It was also shortlisted in 2013 for the Children’s Independent Bookseller of the Year. And, for the second year since it opened its doors in 2011, the *Storyteller’s Café* at the Oxford studio has won Junior Magazine’s award for the best family café in England.



Co-Founder and CEO Nancy Traversy says, “Living Barefoot is about creating a sustainable model which enables individuals to build small-scale businesses; it’s about the vitality of intimate relationships and the power of connection. We believe our future success lies in growing our network of independent Ambassador distributors– a community where personal connections matter, where we can bring our books to life for families, and where we can stay true to the values that have defined our business since we started running Barefoot from our homes 20 years ago.”

Co-Founder and Editor-in-Chief Tessa Strickland says, “For us, getting stories into children’s hands and hearts is not just about a sales transaction; it’s about supporting one-to-one relationships which help parents to appreciate the pivotal place of stories in their children’s development and which gives them the confidence to share books with their children in an imaginative way.”

Later this year, Barefoot Books will be marking its twentieth anniversary with a campaign that brings people together in local communities to share the stories they love. The “Buy a Book, Give a Book” campaign will start September 2013 and run until the year end.

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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 500 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, on its website and 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.

About the Barefoot Books Ambassador Program The Barefoot Books Ambassador Program is a grassroots, community-focused approach to bringing books and their stories to life. Ambassadors, who come from many walks of life, run 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 storytellers; some devise 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 centers, at home parties and in partnerships that they develop with non-profit organizations. More information is at www.barefootbooks.com/sell-barefoot.

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