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## Our children are watching: A groundbreaking book to shift the conversation

Today more than ever, children need diverse, inclusive and inspiring books. This month, award-winning, multicultural children's publisher, Barefoot Books, releases *The Barefoot Book of Children*, its most important publication since it was founded 24 years ago.

With all of the divisive, and often depressing, conversations in the media, even the most optimistic among us can feel a little helpless, especially when we think about our children, and the future world they might inherit. From a very young age, children can understand, absorb and internalize negative messages around them, increasing the need for discourse at school and around the dinner table.

Books offer an accessible resource for parents and educators to discuss topics children sometimes struggle to grasp, including differences in appearances, beliefs and lifestyles. With beautiful illustrations and a simple compelling story, *The Barefoot Book of Children* ignites kids' curiosity and compassion, while also inspiring adults to discuss topics like:

- **"Our children are watching"**: Hillary Clinton has a campaign ad showing Donald Trump's language as an example of what we don't want our kids to watch/hear/pay attention to. But what DO we want them to notice and how do we shift the conversation?
- **President Obama's "Empathy Deficit"**: How can we use diverse and inclusive books to foster empathy in children? How do we prepare them in the 21st century to thrive and contribute in their communities, and in professional and academic spheres?
- **Why children need diverse books**: All children deserve to see themselves, their families and their experiences in the books they read. They also need to see and understand others in order to grow into compassionate, responsible global citizens.

"This book encapsulates the mission that we have been committed to from the beginning," says Nancy Traversy, Co-founder and CEO of Barefoot Books. "Perhaps if we all start sharing its important message far and wide, we can begin to change the conversation and build a better future for our children."

"*The Barefoot Book of Children* is a colorful and hopeful celebration of childhood. More than just an exploration of our commonalities, *The Barefoot Book of Children* is an affirmation of our inherent dignity as human beings."  
— Caryl Stern, President and CEO, U.S. Fund for UNICEF

*The Barefoot Book of Children*, written by Tessa Strickland and Kate DePalma, illustrated by David Dean, was published on September 6, 2016 (64 pages, hardcover, \$19.99 USD / \$24.99 CAD).

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### About Barefoot Books

Founded by two young mothers in England in 1992 and based in Cambridge, MA, 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.

Contact Jeanne Stafford, [publicity@barefootbooks.com](mailto:publicity@barefootbooks.com), 617.335.7946 to receive an advance copy of *The Barefoot Book of Children* or arrange an interview with Co-founder and CEO, Nancy Traversy.

