

**Concord, MA**  
**September 2022**

**Independent, pioneering children's book publisher, Barefoot Books marks 30 years with exhibition and special events**

In England in 1992, two young moms, Nancy Traversy and Tessa Strickland couldn't find the kinds of books they wanted for their kids: visually captivating stories that celebrated global awareness and sparked curiosity. So they started a fledgling children's publishing company from their homes. Now, 30 years later and based in Concord MA, Barefoot Books is an award-winning, international business named by Forbes as one of the 25 Best Small Companies in America. The company has published nearly 1000 titles and put more than 30 million books into children's hands across the globe, while staying true to their founding mission to open children's hearts, minds and worlds.

In 1998, Canadian born co-founder, Nancy, saw the potential to grow Barefoot in North America and opened their first US office in Brooklyn, NY. With four children under the age of 9, the transatlantic commutes became challenging, so in 2001 Nancy and her husband decided to move to the Boston area. An avid fan of *Little Women*, Nancy fell in love with the beautiful, historic town of Concord, where she and her family have now lived for over two decades.

Barefoot's emphasis on multicultural, diverse books put it on the fringes of mainstream publishing, so Nancy had to think out of the box to reach Barefoot's core audience of discerning parents and educators. Rather than relying on traditional book channels, she adopted an innovative business model with a focus on independent booksellers, specialty retailers, key educational and literacy partners, and local community outreach.

In the early 2010's, when publishers feared that e-books and apps might replace books altogether, Barefoot created its World Atlas app, based on their bestselling book. The app was selected by Apple as one of their top 10 apps of all time with 4 million+ downloads. Barefoot's YouTube channel, which features animations from their 30 singalong books, has half a billion views.

Barefoot's work supports literacy initiatives across the globe. The publisher has partnered with nonprofits like Books for Africa to send 300K books to HIV / AIDS orphans in Mozambique and Books4School to support literacy in impoverished areas in the US, shipping one million books in 20 languages.

For years, Barefoot brought books to life in colorful studios in Cambridge, MA, on Thoreau Street in Concord, in Oxford England, and in the flagship FAO Schwarz store in NYC. These community centers became gathering places for families to enjoy storytelling and craft events, pottery, birthday parties, global festivals and more. Since 2010, Barefoot has also been the main sponsor of the Concord Museum's Family Trees exhibition.

In 2021, Barefoot moved from Cambridge MA to its colorful new home in the vibrant Bradford Mill community in West Concord from where the global publishing business is run. Barefoot regularly opens its doors to local families and educators for events reminiscent of those held in their studios.

To kick off its 30th anniversary celebrations, Barefoot is thrilled to partner with The Umbrella Arts Center to feature ***Barefoot Books: 30 Years, 30 Artists***, a free, family-friendly, interactive art exhibition showcasing 30 artists from around the world and a three-dimensional timeline of Barefoot's history. The exhibition is on view from 10AM-9PM, **September 9th-25th** at 40 Stow Street, Concord. Limited edition prints are available for sale.

Related events include free family art activities and three performances of ***The Boy Who Grew Flowers***, a heartwarming story about empathy and kindness by Manhattan-based dance and theater company, The Treehouse Shakers. Performances are **September 22nd-24th** in The Umbrella Main Stage Theater 144. All ticket proceeds support the nonprofit Umbrella Arts Center.

Visit [barefootbooks.com/30](https://barefootbooks.com/30) to learn more, and buy individual and family theater tickets. For school group ticketing, [please complete this form](#).

If you would like to request an interview, a visit to their colorful office, or have other media inquiries, contact Jeanne Stafford (Marketing Director) at [jeanne.stafford@barefootbooks.com](mailto:jeanne.stafford@barefootbooks.com).