

# Sylvan Dell Publishing

***So Much More Than a Picture Book!***

## Media Kit



“Sylvan Dell  
publishes the best in  
children’s literature.”

*—Armchair Interviews*

# OUR MISSION AND PASSION

Sylvan Dell Publishing is on a mission to create picture books that **excite children's imaginations, are artistically spectacular and have educational value.** We have a special interest in bringing science and math to children through quality literature.

## Our Story

When Lee German retired from the U.S. Navy, he and his wife, Donna (Rathmell) German, *New York Times* best-selling author of *The Bread Machine Cookbook* series, decided to take some time to travel the country as a family. They packed up their van; armed themselves with family memberships to zoos, aquariums and national parks; and began their adventure. What Lee, Donna and their three daughters returned with six months later was priceless: a lifelong love of learning. This adventure motivated Lee and Donna to take on another challenge, and in November 2004 they opened the doors of Sylvan Dell Publishing. Based on their travel experiences, the Germans knew that true excitement generated a desire to learn. Therefore, they made it their mission to create books that were not only exciting to read but also part of a cross-curricular learning adventure.

## Quick Facts

- ◆ Sylvan Dell's family has grown to include 75 authors and illustrators in the U.S. and Canada.
- ◆ All of our 50 titles line bookshelves nationwide. Matching stuffed animals are also for sale.
- ◆ Our books fall into the following categories: Marine Animals; Wildlife; Southwestern; Habitats; Rocks and Minerals; Zoo Animals; Astronomy; Math Concepts; and Birds. Expect more categories in the future!
- ◆ Sylvan Dell books have been honored as nominees, finalists or winners of more than 70 book awards.

## Educational Resources

All of our books are vetted for scientific accuracy by experts in their respective fields. Additionally, all of our books are measured for Lexile and Reading Counts levels, and all but two are part of the Accelerated Reader program. But that's just the start; we are SO MUCH MORE THAN A PICTURE BOOK! Every Sylvan Dell book comes complete with parent/teacher resources available on our Website, [www.SylvanDellPublishing.com](http://www.SylvanDellPublishing.com).

- “**For Creative Minds**” educational section – In each book, the last three to five pages feature fun facts, vocabulary, crafts, and activities to enhance the story’s educational opportunities (available on the Sylvan Dell website in English and Spanish). **Free!**
- Self-grading interactive **Reading Comprehension & Math Quizzes** are available online and are perfect for use with Smartboards. **Free!**
- “**Teaching Activities**” – To supplement each story, 30-40 page suggestions for cross-curricular lesson plans or educational programs are available on our website. **Free!**
- All of our books and activities are **aligned to ALL State Science and Math Standards**, North American Association for Environmental Education standards, and all state standards.
- “**Related Websites**” – For each title, our website links to child-friendly websites of organizations related to the book’s subject matter so parents and children can explore the natural world our stories introduce. **Free!**
- English and Spanish **audio readings** are available online for easy listening. **Free!**
- **Book Beat**- our bi-monthly e-newsletter, is packed with articles and fun, educational, family-friendly activity ideas. It’s available on our Website, or we can deliver it straight to your inbox. Free!

# Our Children's Books....

## Spring 2012 Releases



*Gopher to the Rescue!*

Terry Catasus Jennings

Illustrated by Laurie O'Keeffe

How do gophers help bring life back to the mountain after a volcano erupts?

HC: 9781607181316 \$17.95

PB: 9781607181415 \$9.95



*The Penguin Lady*

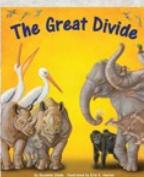
Carol A. Cole

Illustrated by Sherry Rogers

Penelope Parker lives with penguins. Short ones, tall ones; young and old—the penguins are from all over the Southern Hemisphere!

HC: 9781607185277 \$17.95

PB: 9781607185369 \$9.95



*The Great Divide*

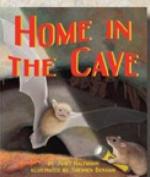
Suzanne Slade

Illustrated by Erin Hunter

Divide and conquer bands of gorillas, tribes of billy goats, mobs of wallabies, and many more animal groups with *The Great Divide!*

HC: 9781607185307 \$17.95

PB: 9781607185307 \$9.95



*Home in the Cave*

Janet Halfmann

Illustrated by Shennen Bersani

Baby Bat and Pluribus Packrat explore their cave and meet animals without eyes or colors. Baby Bat learns how important bats are to the cave habitat.

HC: 9781607185222 \$17.95

PB: 9781607185314 \$9.95



*Three Little Beavers*

Jean Helphrey Diehl

Illustrated by Cathy Morrison

Beatrix and her siblings find themselves trapped! How will they escape, and can beavers and humans learn to coexist?

HC: 9781607185246 \$17.95

PB: 9781607185338 \$9.95

**So Much More Than a Picture Book...**

We believe in making every picture book a "teachable moment." That's why, in addition to the "For Creative Minds" educational section in the back of every book, we offer 40-60 pages of teaching activities, quizzes, and more great educational resources FREE on our website.

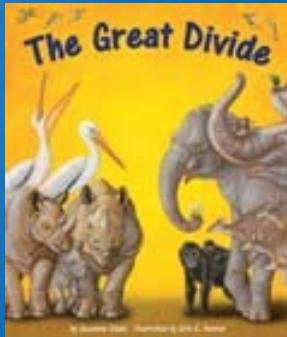
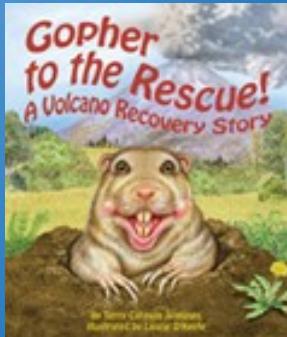


Sylvan Dell Publishing

- National distribution through Ingram, Baker & Taylor and Follett. Carried in bookstores nationwide.

- Featured reviews in *School Library Journal*, *Learning Magazine*, *Publishers Weekly*, *Booklist*, *Science & Children*, *Science Books and Films*, *ForeWord Magazine*, *The Midwest Book Review*, *The Horn Book Guide*, *The Bloomsbury Review*, *American Library Association* and *Kirkus Reviews*.

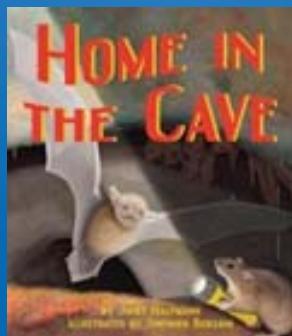
- Full Spanish eBook translations



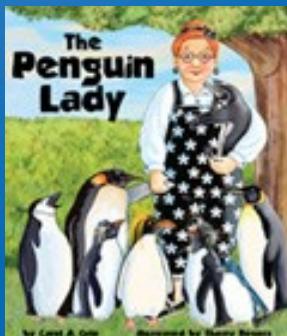
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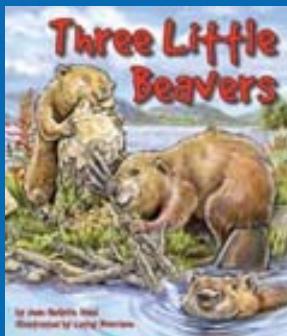
Spring  
2012



February 10, 2012



February 10, 2012



February 10, 2012



# Our eBooks....



## 30 Day eBook Trial

- Sylvan Dell is offering schools, public libraries and homeschool associations access to all 70 of our eBooks free for 30 days through the eBook Resource Grant.
- Children and parents have unlimited access from *home* once a school accepts the grant.
- It is all online, so no special software is needed-just broadband access.
- A 3-4 minute application, found on the Sylvan Dell website, is all it takes to acquire free access to our eBooks. We turn the application around in 1 business day.
- Over 4,500 schools in the U.S. have been awarded the grant.

- All 70 Sylvan Dell titles are available as eBooks.
- We offer the most technologically advanced eBooks to date. Each eBook features Auto-Flip, Auto-Read capabilities, and with selectable English *and* Spanish text *and* audio.
- These are powerful reading literacy and language learning tools to complement our mission of *Science and Math Through Literature*.



*"I am writing in the name of our Kindergarten, 1st, 2nd and 3rd grade teachers to thank you for granting us the free site license for the Sylvan Dell e-Books! We LOVE them!!"*  
*-Adina Pope, Ashburn, VA*





# Sylvan Dell Publishing

Science and Math through Literature

## Awards and Distinctions



RA/CBC Children's Choices List



2008 IRA Teachers' Choices Award



Learning Magazine Teachers'  
Choice Award



Just For Mom Foundation  
Mom's Choice Award



CBC Children's Choice Award  
Finalist



2007 ASPCA Henry Bergh  
Children's Book Award



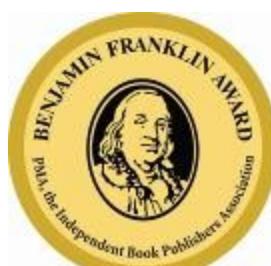
Moonbeam Gold  
Award



Learning Magazine Teachers'  
Choice For the Family Award



NAPPA Honors



PMA Benjamin Franklin  
Award



Florida Publishers Association  
President's Book Awards



Just For Mom Foundation  
Mom's Choice Award  
Finalists



Moonbeam Bronze  
Award



Foreword Magazine Book  
of the Year Award Finalists



USA Best Book News  
Best Books  
Award Finalist

# Reviews and Testimonials: Sylvan Dell

"For quality children's books, Sylvan Dell is the best. Their books not only entertain, but they also educate children in an accessible and inviting manner." – *Armchair Interviews*



"I've reviewed several of Sylvan Dell's books, and each time I'm amazed by how exceptional they are. If you're a child, parent, grandparent, or teacher looking for high quality, entertaining, yet highly educational books then look no further than what Sylvan Dell has to offer. I kid you not, this company doesn't fool around. Working with only the highest caliber of authors and illustrators, you can't go wrong with any of the books they publish."

- *Ready Set Read Reviews*



"Availability of quality science books for early childhood education is improving thanks to Sylvan Dell." - *Epinions.com*

"I am impressed with Sylvan Dell, both as reader/reviewer and writer. Their site is excellent. I've also read interviews they have given and been impressed by their passion for literature and dedication to getting it right."

- *The Book Chook*

"The books from Sylvan Dell Publishing are unlike others you've seen. Meant to be not only great stories, but educational as well, the fun picture books bring nature alive through the beautiful illustrations and encourage kids to learn, question, and think. They even offer a line of cuddly stuffed animals to match their animal stories. Some of the best books this holiday season..." - *Mom Central Online*

"This product is a homeschool parent's dream." - *The Old Schoolhouse Magazine*



"Sylvan Dell is one of my favorite publishers - every book they publish is not only beautiful and of high quality, but it also is the best of the best and is backed by irrefutable facts. I LOVE to review your books!" - *Stories for Children Magazine*



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FOR IMMEDIATE RELEASE

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## SYLVAN DELL PUBLISHING INTRODUCES SPRING 2012 RELEASES

**Mount Pleasant, S.C.**—*Sylvan Dell Publishing* will release five educational science or math-themed children's picture books Feb. 10, 2011. As with all Sylvan Dell books, these new titles offer a complete reading experience with exceptional prose, art, and free educational features both in the back of the book and online at [www.SylvanDellPublishing.com](http://www.SylvanDellPublishing.com). Sylvan Dell holds all books to state educational standards, making them a valuable tool both in the classroom and at home.

**Gopher to the Rescue! A Volcano Recovery Story**—The forest animals are surprised when a volcano suddenly explodes, covering the land in gritty, warm ash and rocks that make it unlivable for many plants and animals. Gopher survives in his underground burrow with food to eat. How does Gopher help bring life back to the mountain? Scientists spent years observing life returning to the mountain following the eruption of Mount St. Helens on May 18, 1980. This fictionalized story is based on their surprising observations of how life returns to an area that has been totally changed or destroyed.

**The Great Divide**—Animals, like people, enjoy spending time with their friends and family. Many groups of animals have their own unique names. Did you know that a group of gorillas is called a band? And a bunch of billy goats is a tribe? Following in the footsteps of Multiply on the Fly (multiplication), What's New at the Zoo? (addition) and What's the Difference? (subtraction), this rhythmic, fun-to-read-aloud book introduces children to division as they conquer bands, tribes, mobs and more.

**Home in the Cave**—Baby Bat loves his cave home and never wants to leave it. While practicing flapping his wings one night, he falls, and Pluribus Packrat rescues him. They then explore the deepest, darkest corners of the cave where they meet amazing animals—animals that don't need eyes to see or colors to hide from enemies. Baby Bat learns how important bats are to the cave habitat and how other cave-living critters rely on them for their food. Will Baby Bat finally venture out of the cave to help the other animals?

**Three Little Beavers**—Beatrix the beaver longs to be good at something. Her brother Bevan is an expert at repairing the lodge with mud and twigs. Her sister Beverly is a superb swimmer and underwater gymnast. What makes Beatrix stand out? One day, she runs away by swimming up the creek and finds some fresh garden plants to eat, and yummy trees to gnaw. When her siblings set off to find her, all Three Little Beavers wind up trapped! It takes some simple engineering on the part of the humans who set the traps, and Beatrix's discovery of her special talents, for the people and beavers to finally find a way to live in harmony.

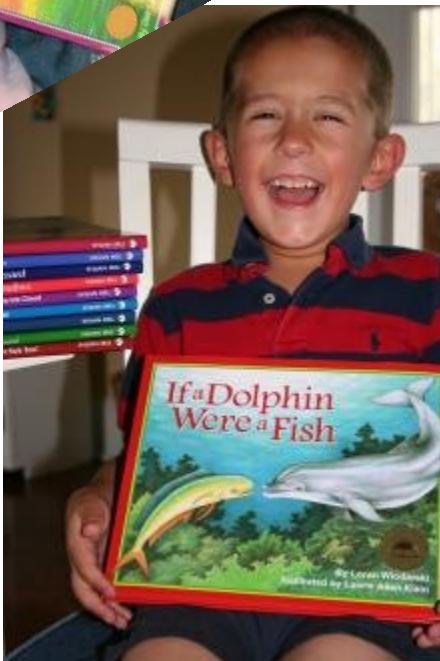
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Sylvan Dell Publishing's mission is to excite children's imaginations with artistically spectacular science, math and nature themed stories. Founded in November of 2004, Sylvan Dell has grown to include more than 75 authors and illustrators in the United States and Canada, and 70 titles – honored as finalists or winners of over 70 book awards. Our Science and Math Through Literature Program integrates reading, science, math, geography, character skills, and language learning through fun, cross-curricular activities. Sylvan Dell provides more online educator resources than any other publisher in the United States. For more information, visit <http://www.sylvandellpublishing.com>.



# Sylvan Dell Publishing

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