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FOR IMMEDIATE RELEASE

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Quacking the Case

Local Author to Release Picture Book Mystery

Mt. Pleasant, SC (February 10, 2012)— A new mystery is brewing at Sylvan Dell courtesy of author Brian Rock and illustrator Sherry Roger's new release *The Deductive Detective*.

Detective duck is on the case to find the cake thief. Children will love learning deductive reasoning while subtracting suspects from the list. Rock's inspiration for this book is near and dear to his heart. "My seven year old daughter LOVES ducks, said Rock. "Her constant companion is a well worn stuffed duck named Quacky. So in trying to write a duck book for her, the challenge was to avoid the common themes that had already been covered so well with titles like *Little Quack and Make Way for Ducklings*. So I started playing with the word 'duck' itself and came across 'deductive.' Of course, the obvious character for this idea would be a detective, so *The Deductive Detective* was born."

Brian Rock received a master's degree in Children's Literature and Creative Writing from Hollins University. Brian's short stories for children appear regularly in the regional magazine *Kid's World* and his poems for children have appeared in *Highlights for Children*, *Poetry Train*, and various regional publications. His short story, *The Frog Dad*, was selected as one of the inaugural titles for iPulpFiction's "Don't Read This in the Dark" series. For six years Brian worked in the Chesterfield County public school system teaching at-risk students. Visit his website at <http://www.brianrock.net/>

Sherry Rogers spent twelve years as a corporate graphic designer and artist before "leaving it all behind" for the freelance world. In addition to illustrating *The Penguin Lady* for Sylvan Dell, Sherry has illustrated *Ten For Me*; *Hey Diddle Diddle*; *Paws, Claws, Hands & Feet*; *Kersplatypus*; *Burro's Tortillas*; and the award-winning *Moose and Magpie*; *Newton and Me*; *Sort It Out!*; and *If You Were a Parrot* for Sylvan Dell. Sherry lives in Northern California. Visit [Sherry's website](#).

To schedule an interview or to request more information about Brian Rock, Sherry Rogers or *The Deductive Detective* please contact Heather Williams at heatherwilliams@sylvandellpublishing.com or (843) 971-6722.

About Sylvan Dell Publishing

Sylvan Dell is on a mission to improve child literacy with science and math through fictional picture books. Using prose and pictures, children are delighted with stories of their favorite animals, planets, or even place. This leads to the exploration of facts and learning activities in each book's *For Creative Minds* pages. Sylvan Dell carefully designs each book to portray accurately the chosen subject. Vetted by experts in that field, and



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aligned to common core and state standards; each book is a unique asset to educational programs. Sylvan Dell has grown to include more than 80 authors and illustrators, and honored to have won more than 70 book awards since its inception in 2005.

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