

**For Immediate Release**

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## Sylvan Dell Publishing changes its name to Arbordale Publishing

Mt. Pleasant, SC (February 28, 2014) - Effective March 1<sup>st</sup>, Sylvan Dell Publishing changes its name to Arbordale Publishing ([www.ArbordalePublishing.com](http://www.ArbordalePublishing.com)). In business since the fall of 2004, the publisher will continue to produce the same quality fun-to-read picture books with a science or math theme. The name change takes place in order to avoid a time-consuming and costly legal battle over the use of the word "Sylvan" in the name.

The original name was closely associated with co-owner Donna German's family. Her grandfather purchased a farmhouse in a wooded valley outside Wilmington, Delaware shortly after his return from serving in WWI. He hailed from Williamsport, Pennsylvania where there had been a Sylvan Dell Park (closed in the late 1930s). Named after the park, a hand-carved, wooden sign saying "Sylvan Dell" hung at the property's driveway entrance for decades. Family still lives on the property.

In Latin, Sylvan Dell means wooded valley. The logo was designed to capture that idea of learning leaves falling into an open book, representing the valley. Arbordale also means wooded valley, allowing the use of the same logo for brand recognition.

Co-owner and publisher, Lee German, shares "Last year was a good year for us, and we are excited at the prospects for continued growth and making a difference in children's lives. Arbordale Publishing will continue to pursue our mission of contributing to literacy with our unique formula of blending science and math into picture books. And, we will continue to lead the way with dual language (English/Spanish), interactive eBooks for young readers. We hope that all of our customers and industry friends will continue to join us in our mission."

For more information, please see the website, <http://www.arbordalepublishing.com>, or contact Public Relations Coordinator, Heather Williams at [Heather@ArbordalePublishing.com](mailto:Heather@ArbordalePublishing.com) or Lee German at [Lee@ArbordalePublishing.com](mailto:Lee@ArbordalePublishing.com).

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