

For Immediate Release

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## **Children's Book Pop-up Shop in Citadel Mall**

*Local Publisher Opens a Store for Tax Free Weekend*

Mt. Pleasant, SC (July 29, 2013)-Sylvan Dell Publishing is opening a pop up shop for South Carolina's tax free weekend in Citadel Mall this Friday through Sunday, and offering deeply discounted prices on children's books for the back-to-school shopping weekend.

Since 2005 Sylvan Dell has produced fun science and math themed books filled with interesting animals and connections to nature. Donna and Lee German began the business in hopes of sparking a love for science in children all around the country. For the back to school shopping weekend the publisher, and employees are excited to sell their books to children through the first retail endeavor for the company.

In the Citadel Mall store overstocked books will be sold for 70 percent off the cover price for hardcovers, and lucky shoppers will get a sneak peak at the company's upcoming releases and possibly a free poster. For teachers classroom sets will be available for equally discounted prices. The store will be located in the main area of the mall and only open August 2<sup>nd</sup> - 4<sup>th</sup>. The company hopes to make this an annual event to bring access to fun science and math picture books into homes of children across theLow Country.

For more information about the shop, or Sylvan Dell Publishing please contact Heather Williams at (843) 971-6722 or [heatherwilliams@sylvandellpublishing.com](mailto:heatherwilliams@sylvandellpublishing.com).

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### **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 aligned to common core and state standards; each book is a unique asset to



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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.