



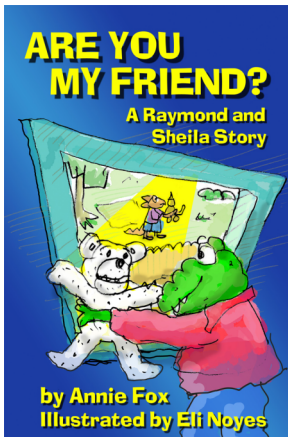
ELECTRIC EGGPLANT

For
Immediate
Release!

iBook Stars Timid Kid Who Beats Back Bully, Becomes Backyard Impresario

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San Anselmo, CA, USA—September 12, 2011. Just in time for back-to-school, Electric Eggplant is breaking out the tomatoes and Parmesan to announce their iBook *Are You My Friend?* is now available at Apple's iTunes iBookstore for the iPad, iPhone, and iPod Touch. *Are You My Friend?* is a new digital story book, written by internationally known children's author and anti-bullying activist Annie Fox and illustrated by Academy Award nominee Eli Noyes.

"I've been answering email from kids around the world since 1997," says Fox, also a respected parent educator. "For children of any age, nothing matters more than having friends they can trust. Parents do a great job of teaching toddlers to 'be nice.' But as friendship conflicts become more complex, kids are left to figure things out on their own. The results don't often lead to constructive learning. By telling an engaging story about kids being kids, complete with a set of positive messages, readers can learn what it takes to have a friend and to *be* a real friend to yourself and others."

Are You My Friend? (first of the Raymond and Sheila Stories) is a story for the heart and the funny bone, sure to resonate with typical 4-8 year olds, kids with special needs as well as reluctant readers. Whimsically illustrated, the story features music and sound effects with read-to-me audio narration. It also includes a unique guide for parents, teachers and counselors to help kids increase friendship skills and social and emotional learning. Early reviewers are raving:

"*Are You My Friend?* is a sweet picture book that explores the meaning of friendship and family ties. Thoughtful discussion questions follow the story, giving parents a 'teachable moment' to talk about the feelings that come up when younger siblings get left out. Truly delightful from beginning to end!" –Carisa Kluver, Digital-Storytime.com

"...a delightful journey into problem solving and a thoughtful look at relationships. The playful characters and positive, empowering message of confidence and kindness make this story an excellent choice for beginning readers, especially ones with an older or younger sibling. I give Raymond's older sister Sheila two thumbs up for sticking up for her little brother..." –Lynette Mattke, CEO, PicPocket Books

"Annie Fox's new book engages kids with a very relatable story about feeling left-out and wanting a friend. Fox's pacing is perfect, and matches the beautiful illustrations. ...my kids and I loved the humorous ending — but you'll have to read it for yourself to see what happened to make us laugh." –Melissa Taylor, Imagination Soup

"One of the first iBooks to feature background music, voiceover narration and words highlighted as the text is read, *Are You My Friend?* is a children's book that provides a rich, app-like experience and a solid, engaging story as well." –Brooks Jones, author/illustrator, *I Don't Like Pink!*

Device requirements:

- iPad, iPhone or iPod Touch
- iBooks 1.3 or higher (free eBook reader app from Apple)
- 16 MB

Pricing and availability: *Are You My Friend?* is \$4.99 USD and available worldwide exclusively through the iTunes iBookstore: bit.ly/ibookaymf

More information at RaymondAndSheila.com

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Are You My Friend?
A Raymond and Sheila Story

By Annie Fox

**Illustrated by
Eli Noyes**

**From
Electric Eggplant**



About the Author (AnnieFox.com)

Annie Fox, M.Ed., has been teaching, writing and creating innovative content for kids for 30+ years. Her first picture book *People Are Like Lollipops* (Holiday House) was published before she was legally old enough to sign the contract. Since then Annie has designed many classic kids' computer games. She's also written several award-winning books for tweens and teens, including the popular *Middle School Confidential™* series, which Electric Eggplant has developed as totally cool graphic novel apps.



About the Illustrator

Eli Noyes's involvement with media creation goes way back and covers a wide range of disciplines. Starting as an animator he created his own wacky brand of short films, picking up an Oscar nomination along the way. Eli's work includes projects for Sesame Street, HBO, Scholastic, Nickelodeon, MTV, Pixar, Disney and Oxygen Media. He was co-creator of the Nickelodeon children's television series, *Eureka's Castle*, and directed two recurring segments on MTV's revolutionary television series, *Liquid Television*. In the "swamp" at Alligator Planet, Eli continues the tradition, creating short films, directing animation for documentaries, consulting on kid's television and web projects. You can contact Eli through AlligatorPlanet.com



About the Publisher (ElectricEggplant.com)

Founded in 1992 by David and Annie Fox, Electric Eggplant has been on the forefront of multimedia design and production. In their 36 years of marriage, they've partnered on dozens of ground-breaking projects, including co-founding the Marin Computer Center (1977)—the world's first public-access microcomputer center games, educational software, Web design, Emotional Intelligence content, online communities, as well as books for kids, tweens, and teens. David was one of the original members of Lucasfilm Games (now LucasArts) and was project leader/designer/programmer on several of their titles, including the classic *Zak McKracken and the Alien Mindbenders*. In 2010, the company began creating story apps for iOS and Android devices. Their first app, *Be Confident in Who You Are: A Middle School Confidential™ Graphic Novel*, is available for iPad and NOOK Color.