



Arbordale Publishing

Media Kit



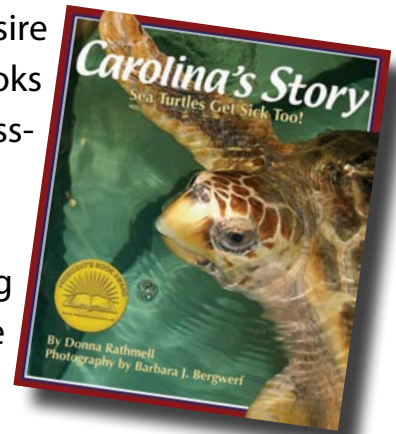
Arbordale Publishing is on a mission to create picture books that excite children's imaginations, are artistically spectacular, and have educational value. We have a special interest in bringing science and math to children through quality literature.



Arbordale Publishing Background

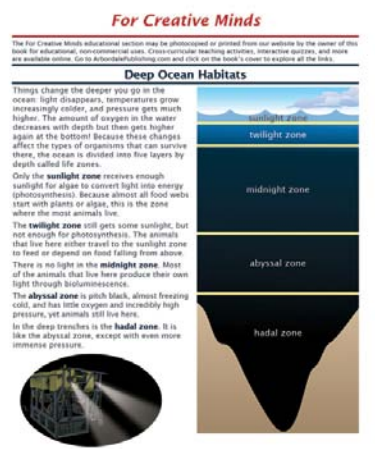
When Lee German retired from the U.S. Navy, he and his wife, Donna (Rathmell) German, *New York Times* best-selling author of *The Bread Machine Cookbook* series, decided to take some time to travel the country as a family. They packed up their van; armed themselves with family memberships to zoos, aquariums and national parks; and began their adventure. What Lee, Donna and their three daughters returned with 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.

From the first book *Carolina's Story* to the forthcoming 100th book *Animal Eyes*, the company has remained true to the original mission, and although there have been



many twists and turns the quality science and math books have remained the same.

Each book begins with a wonderful story brought to life by illustration or photographs. Whether fiction or nonfiction, each story has scientific facts interwoven throughout the book, which gives a child the learning experience without the feeling of reading a textbook. All books have been vetted by experts including scientist and educators from organizations such as Sea World, NASA and Columbia University to name a few.

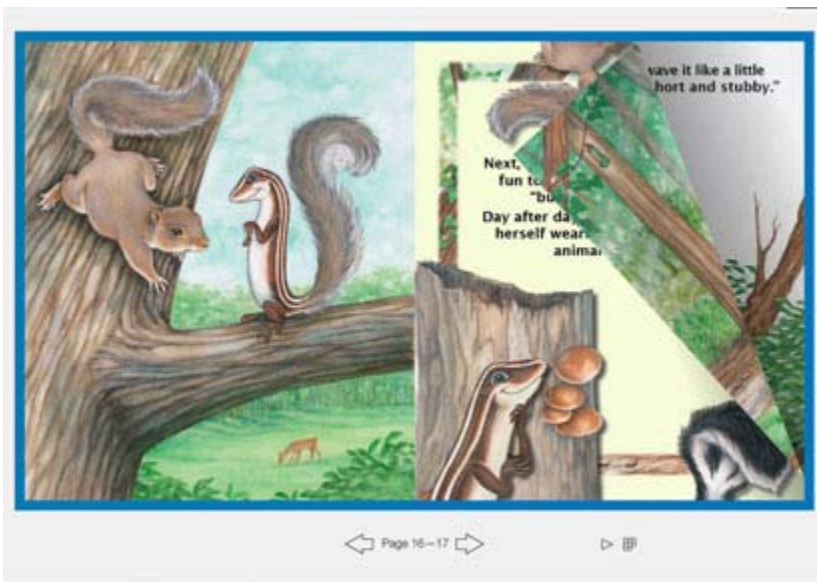


For parents and educators inside each book is a "For Creative Minds" section where



facts and activities help to enhance the story and allow readers to dive deeper into the subject for further comprehension of the story and its theme. This unique structure has made the Arbordale way of reading math and science very popular in homes, libraries and school systems. Further, each book's webpage includes additional resources including quizzes and teaching activities as well as reading level alignment and standards alignment, perfect for simple lesson planning in a classroom.

In 2007 under Sylvan Dell, the interactive eBook site license was debuted. This unique



technology allowed readers to access all of the books in the collection on any device, and included audio and Spanish. The company was an early adopter of technology in the publishing industry and gave access grants to schools across the country in that first year. Schools and libraries continue to subscribe to the eBook platform, and in October 2012 the company announced the Fun eReader iPad app as a compliment to the subscription model and combined the technology piece under one brand.

The name change to Arbordale began to take shape in 2013 when legal proceedings initiated by Sylvan Learning were set into motion with patent and trademark office. After settling the matter, Sylvan Dell Publishing officially became Arbordale Publishing on March 1, 2014. The company culture and mission remains the same, and will release eight new picture books under the Arbordale name in the fall of 2014.



What an Arbordale book means to a child

Arbordale uses a cross-curricular platform for teaching where students are able relate the subjects they have learned in our fiction books with a related scientific fact in or out of school.

The intention is for Arbordale readers to become motivated to learn. When a student is able to read a fun story, then through the “For Creative Minds” section they have an “a ha” moment and have actually learned a new math or science skill without even realizing what has happened. Then educators or parents are able to harvest that knowledge and apply it to the classroom or even on a walk through their own backyard.



Educational Connections

First and foremost each book is chosen because of a compelling story that has the ability to inspire creativity and learning.

The last three to five pages of each book is dedicated to fun and educational learning activities “For Creative Minds”.

All books and activities are aligned to Common Core standards, Next Generation Science Standards as well as state standards for science and math.

The Arbordale website is packed with online learning and has free supplemental reading comprehension and math quizzes, which are Smartboard compatible.



To supplement each book a cross-curricular guide of Teaching Activities is available to aide in creating lesson plans or home activities to enhance learning.

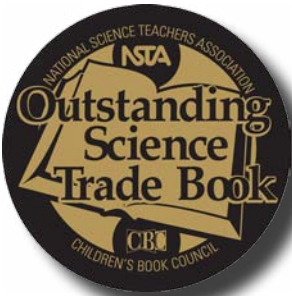
Arbordale encourages students to visit related organization's websites to continue learning by providing additional websites for families to visit and learn more about the books' subject from the experts.

Accolades

More than half of the Arbordale Collection bears either a gold, silver or bronze award seal from a book awards program.



In the collection we have winners of the prestigious IRA/CBC Children's Choices award, several NSTA/CBC Outstanding Science Trade Books award winners, and editor's choice picks from both *ForeWord Magazine* and *Library Media Connection*.



Featured reviews have appeared in industry publications such as: *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*.

Twice, the Fun eReader eBooks have been named to the *District Administration Readers Choice Top 100 Products list*.

Our books appear on state reading lists all across the country including Texas, California, Kansas, Maine, South Carolina and Florida.



Get connected with Arbordale Publishing

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