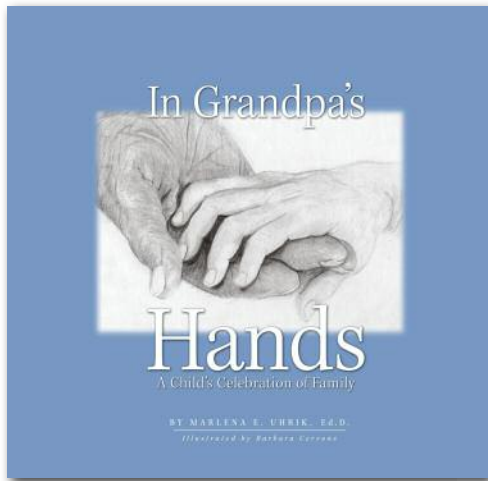


*“...highly recommended to children’s
picture book shelves.”*

– Midwest Book Review –



Simple, warm, and powerful.

—Michael Rhodes, 5-time Emmy winner,
producer of *The Spirit of America*



Designed to promote communication and the emotional connectedness that comes from a nurturing relationship of fundamental importance, *In Grandpa's Hands* celebrates the transcendent bond between Grandpas and their grandchildren. A unique teaching tool that not only helps children learn how to read, but is also a great help in bridging multi-generational gaps.

A unique teaching tool

Strengthens bonds between family members

– Mary Hayashi, California State Assemblymember –

Beautifully illustrated, it features twelve simple, yet poignant, pencil drawings. *In Grandpa's Hands* is a work of art that communicates the reassurance of family love, a sense of well-being, and a sense of future.

*A “BEST YOU CAN BE FOUNDATION” award-winning book
targeted to the cross-generational / family market*

The BEST YOU CAN BE FOUNDATION announces Award Winning Books for Families.

*"Truly a life affirming testament to the deep connection shared
between grandparents and their grandchildren."*



Marlena Uhrik, Ed.D., has worked in education and child / family advocacy for over forty years. She has received numerous local and national awards for improving the quality of life for children and families.

Dr. Uhrik has been recognized in the U.S. Congressional Record for her outstanding contribution to her community. She currently works as a consultant for the California Department of Education and resides in Sacramento, CA.

Title: In Grandpa's Hands
Subtitle: A Child's Celebration of Family
Author: Marlena E. Uhrik, Ed.D.
Illustrator: Barbara Cervone

Category: Parenting / Family / Children / Seniors
ISBN: 978-09792583-50 **Hardback Edition**
Page count: 32 **Retail price:** \$13.95
Pub date: June 15, 2008

Book trade: Available through Ingram or B&T

Publicity: KSB Promotions
Kate Bandos, Media Specialist
kate@ksbpromotions.com
800.304.3269

Marketing: Publishers Design Group, Inc.
Robert Brekke
marketing@publishersdesign.com
916.784.0500

Scope of marketing efforts:
National publicity campaign for Father's Day, Grandparent's Day (Sept. 11), and 2008 Holiday, targeting 500 parenting, family, and senior magazines, newspapers, and online outlets. Author continues to be interviewed, quoted, and to write articles for leading parenting/family media with cross-generational focus.

On-line marketing documents:
www.publishersdesign.com



White Stag Press
a division of
Publishers Design Group, Inc.
www.publishersdesign.com
916.784.0500

Reviews and praise for *In Grandpa's Hands*

"This is a coffee-table-quality book that gives families the chance to build memories between a grandparent and child."

—The Reading Tub

"Designed for a child to experience the closeness of getting to know elderly relatives in a kinder, gentler way by reading together about the simple things in life."

—The Kingman Daily Miner

"...lovingly illustrated to reflect the roles a grandfather plays in his family."

—BoomThis.com

"As a professor of Child Development, and a former preschool and elementary grade teacher, I am pleased to endorse this beautiful book."

—Sharon J. Alexander, Ph.D., Cal. State University, Dept. of Child Development

"This is a poetic look at the beauty of all ages. As such, it is a potent reminder of who our parents are for us, their children, and who they are for the rest of the world."

—Michael GuntherMaher, M.D., Medical Director of Elder Care, Kaiser Permanente

"I can't wait to use it as a "mentor-text" and for "springboard" writing."

—Phyllis McMaster, Third Grade Teacher

"A welcome addition for families, helping to bridge multi-generational gaps. A pleasure to look at, In Grandpa's Hands presents a personal and intimate journey for child and grandparent."

—Louise E. Glaser, M.D., Pediatrician, Fellow American Academy of Pediatrics (FAAP)

"I can see this book being a wonderful instrument to gently, yet powerfully inspire children to think about their families."

—Chris Hoover, Teacher of the Year, 2004

"In Grandpa's Hands is the perfect companion to Goodnight Moon."

—Michael Yount, M.A., M.Ed., Special Education Teacher

"Dr. Uhrik's book is a lovely pause in a busy world—a quiet moment to reflect, remember, and cherish my own grandfather."

—Doreen Pendleton, Kindergarten Teacher, NBCT

*"...highly recommended to children's
picture book shelves."*

— Midwest Book Review —