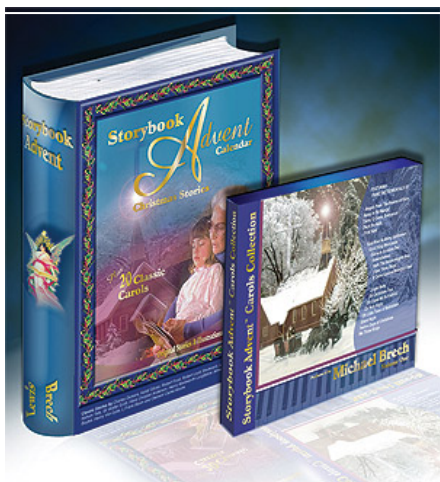


CHILDREN'S STORIES, CHRISTMAS MUSIC

Help non-profits raise much needed funds during the Holidays.



Storybook Advent Calendar
& The Storybook Carols Collection help non-profits and churches raise funds over the holiday season by leveraging viral marketing and affiliate links.

LOS ANGELES, December 1: As the effects of a tightening economy choke charities, the need for their services increases. Traditional avenues, already tapped, shrink as desperation forces more families and individuals into the system. Yet two author-entrepreneurs created a solution that provides hope and inspiration while enabling any non-profit to increase donations quickly without increasing costs.

The entrepreneurs are Manhattan Beach resident, activist, author, artist and marketer, Laura D. Lewis and United Kingdom based composer, author and lyricist Michael Brech.

The solution is the [Storybook Advent Calendar](#) and [Storybook Carols Collection](#), marketed through a 50% revenue share with online digital products distributor [Clickbank](#).

FUNDRAISING

By publishing electronically and utilizing a digital distributor, the book and carols collection can be marketed virally via websites and e-mail newsletters with no risk and no additional financial outlays. If the book had been created in the traditional form, churches and non-profits would be required

to purchase copies up front. E-publishing eliminates this risk and it enables non-profits to gather donations immediately. All that is required is a ClickBank account, which is free and takes minutes to set up. ClickBank, the distributor and processor chosen as the aggregator for the collections is known for its prompt reimbursement and payment. Funds generated will be received by the participating charities within three weeks of the sale. Because the promotion utilizes viral and affiliate marketing, participating non-profits reap the benefits of pass-along e-mails. Via the unique code of their affiliate link, each time a person purchases through the link, the charity makes money. Links to create an affiliate account as well as marketing materials are available at storybookadvent.com/fundraiser.htm

Another reason for e-publishing is accessibility. The book or carols collection can be purchased and downloaded anywhere in the world. This allows parents and grandparents separated from their children to share story time and holidays over the internet. Services like Skype make this possible with its free video conferencing between users. Military families specifically benefit.

The e-book is available in several formats which customers choose on the download page and can be read on mobile devices as well as computers or printed out. The music collection is available as mp3 or in the original aiff file format, which burns directly to a CD and can be played on nearly all CD players.

ABOUT THE BOOK:

The Storybook Advent Calendar is a collection of 24-Christmas themed children's stories ranging from classics including *The Little Match Seller* by Hans Christian Andersen and *Giving* by Christian poet Kahlil Gibran to seven original stories by the writing team of Lewis-Brech. These can be read each night of advent beginning December 1st, or read in any order.

Beautifully illustrated with a combination of photographs, original art and royalty-free photographs, *The Storybook Advent* is the first collection of fully illustrated short-stories for children marketed as both an e-book and fundraiser for non-profits. Original stories include *Finding Christmas*, the story of Meredith, an

American woman who's lost her taste for Christmas through its commercialization. Adapted from a popular folktale and using the common symbols of the season, Santa Clause helps her discover the true meaning of the holiday. Another story, *Matthew, Mohammed and Micah* answers a number of questions about the similarities and differences between Christianity, Judaism and Islam as well as discussing the holidays of Christmas, Eid and Hanukkah. While *A Strawberry Christmas Tree*, an original poem based upon a true story, highlights the struggles and triumph of a besieged Christian community during Christmas 2007.



Each story is written or selected because it focuses upon the key principles defining Christianity, including kindness, tolerance, charity, love and forgiveness. Short bio-notes are included for each of the classic authors, along with a short list of their most well-known works. "I'm really big on education," admits forty-two year old Laura Lewis, the Lewis portion of Lewis Brech. "Half the fun of writing these stories was researching the authors, composers and lyricists. We wanted this to be entertaining as well as informative for parents and children. And I was adamant about not dumbing down the book."

Twenty classic carols with citations of who wrote them, in which country and when, with the top ten definitions of Christian principles complete the book. Details of each story are found at <http://www.storybookadvent.com/book.htm>

An original drawing from
The Storybook Advent
Calendar illustrating L.
Frank Baum's *First
Journey with Reindeer*.

THE CD

Lyrics in the book are translated into gorgeous piano solos in the *Storybook Advent Carols Collection* performed by veteran musician and British composer Michael Brech.

"We looked at what was out there," explains Lewis. "What stood out in our memories from childhood was the simplicity of singing carols around a piano with friends and family. To recapturing this nostalgia we chose piano solos that form the perfect background music for anything from cocktail or caroling parties to opening presents Christmas morning." Twenty carols complete the CD and include *Oh Holy Night*, a feisty version of *Jingle Bells* and all-time favorite *Greensleeves*. Samples of each song can be heard at <http://www.storybookadvent.com/mp3.htm>.

FUTURE

"Michael and I are already discussing next year's album and storybook," explains Lewis. "This year it's a new idea and most churches and non-profits don't know about affiliate or viral marketing. By next year we hope to see others offering opportunities to raise funds through these venues and we'll have an all new versions of stories and carols."

Lewis mentioned that she hopes a variety of groups take advantage of this opportunity. "After the wildfires, bombings in Mumbai and other disasters, the *Storybook Advent Book* and *Carols* provide an uplifting and additional venue for fundraising. Groups don't have to be Christian to raise funds with these. They just need to care."

The *Storybook Advent Calendar* is available online for \$9.95 and the *Storybook Advent Carols* collection is just \$8.95 or together for \$16.95. After ClickBank's processing fees, Lewis Brech has designated 50% of the funds to participating charities, non-profits and organizations.



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Bios on Lewis Brech available at: <http://www.storybookadvent.com/AboutUs.htm>

Complimentary copies of the *Storybook Advent Calendar* (PDF) & *The Storybook Carols Collection* (mp3) are available for review until midnight December 7th 2008 PST for press and non-profits at:

<http://www.storybookadvent.com/Press/Samples.htm>

Photos and hi-res product shots available at:
<http://www.storybookadvent.com/Marketing.htm>