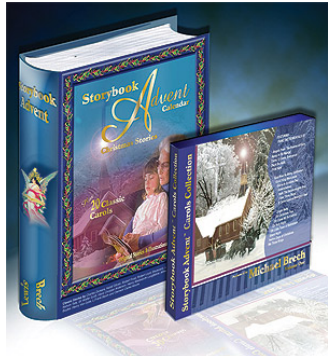


# CHRISTIAN CHILDREN'S STORIES, CHRISTMAS MUSIC

*Help Churches raise much needed funds during the holiday.*



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, CA., 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 Christian writers have created a solution that provides hope and inspiration, while enabling any church or faith-based organization to increase donations quickly *without* increasing costs.

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

The solution is the [Storybook Advent Calendar](#) and [Storybook Carols Collection](#), marketed through a 50% revenue share using 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,” enthuses forty-two year old Laura Lewis, the Lewis portion of Lewis Brech. “Churches and non-profits would be required to purchase copies up front. E-publishing eliminates this risk and it enables non-profits to generate donations immediately.”

For churches to participate, all that is required is a free ClickBank account. With the account, the church designates an affiliate code. This code is added to the hoplink, a coded URL the church uses in an e-mail newsletter, prints in sermon notes or adds to its website. From signup to implementation, the whole process takes about 20-minutes. Once set, any person that clicks this link or pastes it into his/her browser is taken to the [Storybook Advent website](#). If he or she chooses to purchase the book or music, the unique code in the hoplink assigns the sale to that church or organization. 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.

Links to create an affiliate account as well as marketing materials are available at [www.storybookadvent.com/fundraiser.htm](http://www.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-Christian 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 1<sup>st</sup>, 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 Claus 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 Kingdom principles. Short bio-notes are included for each of the classic authors, along with a short list of their most well-known works.

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>

Lewis has spent the past eight years working with Jewish, Muslim and Christian activists on increasing understanding between the three faiths within the Christian community. She recently returned from an extended stay in the Middle East that enabled her to learn about Islam and Judaism first hand and share Christianity's principles with others.

### THE CD

Lyrics in the book are translated into gorgeous piano solos in the *Storybook Advent Carols Collection* performed by British composer and musician 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 dinner 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 all new versions of stories and carols."

The *Storybook Advent Calendar* is available online for \$9.95 and the *Storybook Advent Carols* collection is \$8.95 or together for \$16.95.



#### FURTHER INFORMATION:

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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 7<sup>th</sup> 2008 PST for press and non-profits at:  
[http://www.storybookadvent.com/ Press/ Samples.asp](http://www.storybookadvent.com/Press/Samples.asp)

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



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