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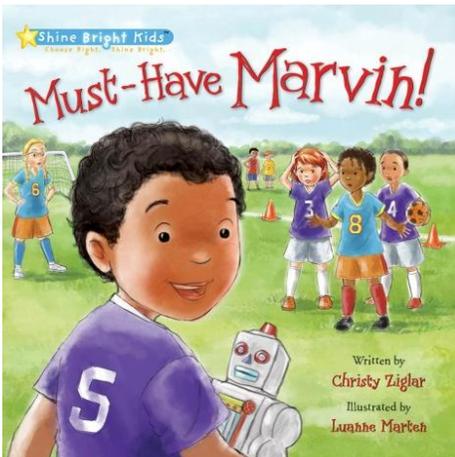
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FOR IMMEDIATE RELEASE

Shine Bright Kids Founder Releases *Must-Have Marvin!*, Second Picture Book in Award-Winning Series

Author Christy Ziglar's Shine Bright Kids series inspires children to make wise choices



NASHVILLE, Tenn., March 4, 2014 – Christy Ziglar, CFP®, experienced personal finance advisor, mother of twins, niece of legendary motivator Zig Ziglar, and founder of the [Shine Bright Kid Company](http://www.shinebrightkids.com), has partnered with [Ideals Children's Books](http://www.idealschildrensbooks.com) to announce today's release of *Must-Have Marvin!*, the second book in the award-winning Shine Bright Kids series.

Must-Have Marvin! teaches children the importance of valuing people over possessions through the story of Marvin, a little boy who focuses so much on a new toy robot he “must have” that he lets his friends down and ends up all alone. After a chat with a wise neighbor, he gets a second chance and learns the important life lesson that people matter more than things.

“Today’s consumer-driven world teaches that the accumulation of things is the way to happiness and success,” said Christy. “But genuine happiness comes from having healthy relationships. Learning to focus on others, instead of just looking out for ourselves, is a difficult lesson for children – and a lot of adults – but key to living a content and meaningful life.”

Must-Have Marvin! follows the success of *Can't-Wait Willow!*, the first book in the Shine Bright Kids series released April 2013, which is already in reprint. *Can't-Wait Willow!* was named a “Most Beloved Bedtime Story of 2013” by Red Tricycle and recently announced as the 2013 “Children’s & Teens Book of the Year” by [BookGateway.com](http://www.BookGateway.com) Booky Awards.

“At Ideals, we’re committed to creating high-quality books that encourage engagement and learning,” said Peggy Schaefer, Publisher of Ideals Children’s Books. “We are thrilled with the overwhelmingly positive response to *Can't-Wait Willow!* and are excited to introduce this second title in the Shine Bright Kids series, which has another great message for children and parents, alike.”



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The Shine Bright Kids stories give parents and educators a fun and relevant framework to talk about values and teach the importance of making good choices in everyday life. Christy was inspired to create the series after helping to develop a financial literacy program for first- and second-graders in the Atlanta Public School system. Through this work, she realized that while money skills are important, children must first learn basic decision-making skills.

“In our hectic, 24/7 technology-driven, instant-gratification world, it’s difficult not to become distracted by the latest and greatest or in many cases, the easiest and most immediate option. With great intentions and wanting to provide ‘the best’ for our children, we’ve created a generation known for its sense of entitlement, impatience and discontentment,” Christy said. “As a mom, I’m always looking for creative ways to teach my children common sense and how to think beyond the moment to appreciate the consequences of their choices and actions. We hope Shine Bright Kids will provide new tools and teachable moments to help children stay focused on the things that are most important so they can shine their brightest.”

With contemporary characters and illustrations that are fresh and fun, each book in the Shine Bright Kids series teaches a different principle that is highlighted by a popular Zig Ziglar quote at the beginning of the story. Dedicated to her Uncle Zig, *Must-Have Marvin!* is summarized by one of his most beloved quotes, “You can have everything in life you want if you help enough other people get what they want.”

Developed for children ages 4 to 8, the Shine Bright Kids series fills a gap between toddler board books and educational, character books created for older kids and emphasizes life skills including using good judgment, setting goals, delayed gratification, respect for others, perseverance, and having a positive attitude.

Must-Have Marvin! is available now in bookstores nationwide, at online retailers and at Idealsbooks.com. Supplemental materials, including a board game, creative activities and free downloadable star reward charts, are also available at <http://ShineBrightKids.com/>.

Ideals Children’s Books, a Guideposts company, publishes books for children that inspire and entertain—and teach a thing or two. Releasing 25 to 30 new children’s titles a year, primarily for ages 2 to 8, Ideals is a leader in picture, activity, board, novelty and sound books. For more information, visit <http://www.idealsbooks.com/>.

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Note to Editors: For additional information, including downloadable images, visit <http://alarryross.com/newsroom/shine-bright-kids/>. To arrange an interview with Christy Ziglar or to request a review copy of *Must-Have Marvin!*, please contact Kristin Cole at 972.267.1111 or via e-mail at Kristin@alarryross.com.