



a.larry.ross
com.mu.ni.ca.tions

news release

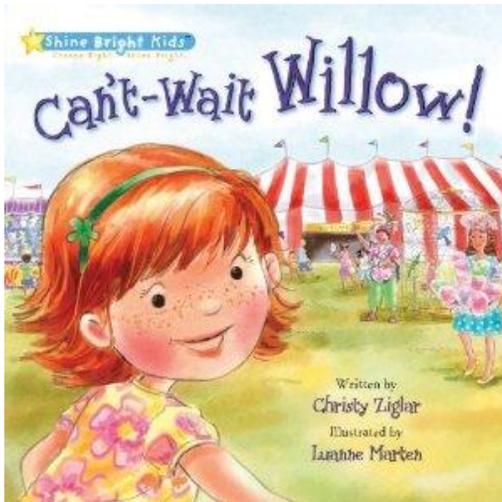
4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:
A. Larry Ross Communications
Heidi McDow 972.267.1111
Heidi@alarryross.com

FOR IMMEDIATE RELEASE

Shine Bright Kids and Ideals Children’s Books Celebrate Continued Success at One-Year Anniversary of Award-Winning Book Series

Can’t-Wait Willow! receives second major honor making way for next book, *Must-Have Marvin!*



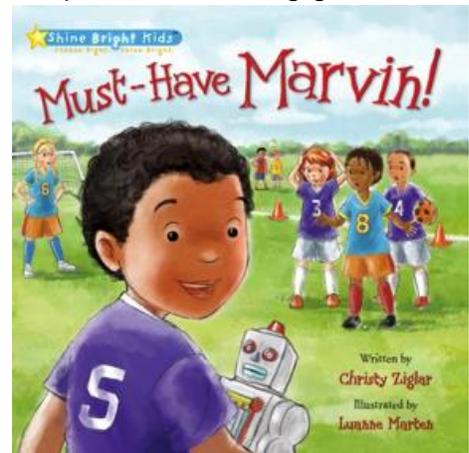
NASHVILLE, Tenn., May 1, 2014 – Ideals Children’s Books and Christy Ziglar, CFP®, experienced personal finance advisor, mother of twins, niece of legendary motivator Zig Ziglar, and founder of the [Shine Bright Kid Company](http://www.alarryross.com), are celebrating the one-year anniversary of the award-winning book, *Can’t-Wait Willow!*

Named a Most Beloved Bedtime Story of 2013 by Red Tricycle and most recently, the 2013 Children’s & Teens Book of the Year by BookGateway.com Booky Awards, *Can’t-Wait Willow!* released in April 2013. It is the first book in the Shine Bright Kids Series. The second book, *Must-Have Marvin!*, released in March 2014.

Can’t-Wait Willow! teaches kids the importance of delayed gratification with the story of a little girl on her way to the circus who just can’t say “no” and spends all her time and money on things she doesn’t really want or need. Through the kindness of a stranger, whom Willow later discovers to be the circus ringmaster, she learns that sometimes in life you have to say “no” to good things now to end up with something great later.

Must-Have Marvin!, the newly-released second book in the Shine Bright Kids series, teaches children the significance of valuing people over possessions. A little boy named Marvin focuses so much on a new toy robot he “must have” that he ignores his friends and ends up all alone. But a chat with a wise neighbor gives him a second chance to learn that people will always matter more than things.

Both *Can’t-Wait Willow!* and *Must-Have Marvin!* have scored rave reviews from parents. One reviewer from Amazon.com writes, “This is such a powerful, practical lesson for kids.



- more -

Shine Bright Kids' *Must-Have Marvin!* - page 2

Even as an adult, I sometimes need to be reminded that not every good thing needs a 'yes' from me. I'm glad Willow helps teach my kids that sometimes the best things really are worth their wait." Another says, "This book is actually for all ages! Honestly, there are adult men and women out there just like Marvin. I can't wait for book three!"

With contemporary characters and fresh, fun illustrations, each book in the Shine Bright Kids series teaches a different principle highlighted by a popular Zig Ziglar quote at the beginning of the story. Dedicated to her Uncle Zig, *Must-Have Marvin!* is introduced 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."

The Shine Bright Kids stories give parents and educators a fun and relevant framework to talk about values and affirm 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-grade students 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.

"I am so thrilled that *Can't-Wait Willow!* is celebrating its one-year anniversary, and I'm so pleased with its continued success," said Christy. "In today's fast-food, consumer-driven world, we have come to expect instant gratification. But in reality, if we learn to weigh our options and take time deciding on what choices we need to make, our satisfaction will be more than just temporary."

Developed for children ages 4 to 8, the Shine Bright Kids series is published by [Ideals Children's Books](#) and fills a gap between toddler board books and educational character books for older kids. Christy's works emphasize life skills such as using good judgment, setting goals, delayed gratification, respect for others, perseverance, and having a positive attitude.

"At Ideals, we're committed to creating high-quality books that encourage engagement and learning," said Peggy Schaefer, publisher of Ideals Publications. "*Can't-Wait Willow!* has solid success, and we are excited that instilling positive values in today's children continues to be a focal point in *Must-Have Marvin!*"

Can't-Wait Willow! and *Must-Have Marvin!* are available now in bookstores nationwide, at online retailers and at [Idealsbooks.com](#). Ebooks are now available for download to iPad and Kindle as well. 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/>.

- 30 -

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 *Can't-Wait Willow!* or *Must-Have Marvin!*, please contact Heidi McDow at 972.267.1111 or via e-mail at heidi@alarryross.com.