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Exploring Portland, Feeding Hungry Children, Taking Care of our Earth

SAVANNAH, GA – November 10, 2008 – SpenserNation brings Spenser, a very small, almost human dog, to Portland for days of exploration and discovery. The story of these travels will be released by Simple Fish Book Company in November 2008. The book, *Spenser Goes to Portland*, will be launched during the week of December 8 with personal appearances, school visits, readings, book signings, and an Oregon Food Bank special event.

Spenser's books base their appeal on his personality and the fact that he does very cool things with his traveling companion, his mother.

- Spenser possesses character traits that children can relate to and that adults want children to emulate: curiosity, compassion, and a sense of adventure.
- Spenser details his travels so that children can learn the history, culture, and geography of different parts of the U.S.
- Spenser encourages readers to participate in community activities (in Portland, Oregon Food Bank) to feed children. Proceeds from Spenser books go to agencies involved in combating childhood hunger.
- Spenser practices environmental stewardship and models good citizen behavior.

Spenser Goes to Portland features Portland's famous sites including Oregon Food Bank, Portland Rose Festival and International Rose Test Garden, Powell's City of Books, Mt. Hood and Larch Mountain Trail, Multnomah Falls, Columbia River Gorge, and Bonneville Dam and Fish Ladder.

The feisty and independent Spenser creates interactive opportunities within the story to encourage children to not just read but to get involved. Factual tidbits encourage the thrill of discovery and understanding. As a child reads the story, opportunities are presented to earn Spenser Points. A scorecard to track point-earning is available. Spenser's Honor Roll recognizes children who accomplish 100% of the point activities.

The SpenserNation website will also be launched in November 2008. The website includes pages for Friends (children), Teachers, and Parents. Support materials include free lesson plans for teachers, field trip ideas for parents, Spenser's photo album, Honor Roll certificates for children, and information about Spenser's Birthday Party.

Operation Hungry Child, Spenser's non-profit organization to support childhood hunger programs, will also be launched in the fall of 2008. The mission of OHC is to educate children and their parents on the issue of childhood hunger in this country, raise general awareness of the dangers of childhood hunger, and solicit funds to be distributed in support of specific programs that support these goals.

As a companion piece to *Spenser Goes to Portland*, Simple Fish Book Company also plans to publish a family-friendly tour guide to Portland, *A Perfect Week in Portland*. The authors of this book are being recruited from the middle school students in Portland. The Spenser Middle School Contest (SMSC) is open to all students of grades 6-8 with parental consent. Entries will be judged by other Portland middle school students as well as professional judges. For more information, refer to spensernation.com. The contest will be launched as part of Spenser's Launch Visit, December 10-13, 2008.

Media: Contact publisher (bbrooks@simplefishbookco.com or 678.916.6375) for interviews or review copies. The book retails for \$14.95 and can be purchased in bookstores, on Amazon, through www.spensernation.com and at 800-247-6553. Books may also be sold through schools as fund-raising activities. School book sales offer individual schools the opportunity to sell Spenser books to raise money for the school.

