

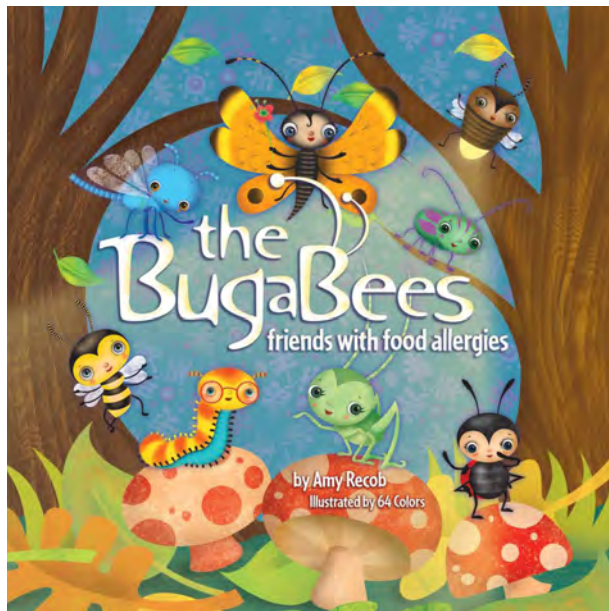


the BugaBees

friends with food allergies

CONTACT:

Amy Recob
608/712-1191
amy@thebugabees.com



Book Details

Author:	Amy Recob
Illustrator:	64 Colors Inc.
ISBN 10:	1-59298-279-4
ISBN 13:	978-1-59298-279-0
LCCN:	2009924662
Book size:	10 x 10 Hardcover
Page count:	32
Price:	\$16.95
Launch date:	May 2009
Publisher:	Beavers Pond Press 7104 Ohms Lane Edina, MN 55439 (952) 829-8818 www.beaverspondpress.com
Contact:	dara@beaverspondpress.com





CONTACT:

Amy Recob
608/712-1191
amy@thebugabees.com

Story Synopsis

Food allergies are never fun, but best friends always are! This light-hearted story explores the daily routines of eight best buggy friends such as Beetle, Cricket and Butterfly, as they face their respective food allergies with positivity and poise. At home and at school, at the park, or on the beach, BugaBees find ways to stay safe, have fun, and remember that the joy of friendship is far sweeter than any food they can, or in some cases, can't have.

The BugaBees: Friends with Food Allergies is...

Optimistic
Educational
Engaging
Unique

Millions of American children are living with life-threatening food allergies, and the number of diagnosed cases continues to rise each year. While the medical community continues to research options for treatment and prevention of this growing epidemic, parents search for a way to protect their children not only from the physical, but also the emotional consequences of a food allergy diagnosis. In our culture, food is more than just a method of sustaining our health and well-being. Food is used regularly to celebrate events, reward achievements, provide comfort, and even show our love. Given the society we live in, The BugaBees help teach our children to safely participate in everyday activities without feeling a sense of exclusion.

With captivating illustrations and clever rhyming verse, this fun and fanciful tale teaches children to be happy and healthy in spite of a food allergy diagnosis. While a child could be allergic to any food, BugaBee characters are based on the eight foods that account for 90 percent of all allergic reactions: peanuts, tree nuts, fish, shellfish, milk, soy, eggs and wheat.

No other book on the market collectively addresses all eight food allergies in one cohesive story, or directly appeals to children with multiple food allergies. The BugaBees: Friends with Food Allergies brings fresh optimism and fun to the everyday challenges of managing a food allergy. Additional activities and talking points in the back of the book inspire further learning and teaching opportunities for young children and their caregivers.





CONTACT:

Amy Recob
608/712-1191
amy@thebugabees.com

About the Author

Amy Recob is a marketing communications professional and the mother to two children - one of whom must manage life-threatening peanut and tree nut allergies. A graduate of the University of Wisconsin-Madison with a B.A. in Journalism, Amy is also an active member of many civic and non-profit service organizations in her community. She and her husband Scott are dedicated advocates for the awareness and prevention of food allergies in children, and are proud supporters of the many research initiatives that currently share the same mission.

About the Illustrators

64 Colors is Laura and Eric - a design + illustration studio located in central Michigan. 64 Colors create illustration, graphics, character, apparel and toy design for publishing, advertising, and art galleries. See more of their work at www.64colors.com.

Reviews

"With amazing illustrations and cute characters kids can relate to, The BugaBees is a must-have for any child with a food allergy-A great addition to any doctor's office, daycare center, or school library."

- Andrea Parrish, elementary school teacher

"A delightful story that sets a great example about what it really means to have fun. The BugaBees sends a positive message that is sure to resonate with the millions of children learning to manage food allergies."

- Christopher Healy M.D., pediatric allergist and immunologist

"The BugaBees is a lyrical and imaginative treat! Beautifully written and illustrated, this sweet tale is one that all children will enjoy, especially those with food allergies."

- Susie Bazil, author of *The Sick Bug* and 2009 Mom's Choice Award® winner





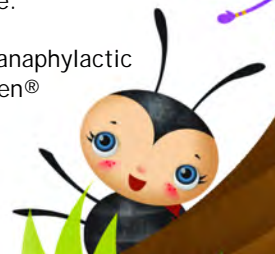
CONTACT:

Amy Recob
608/712-1191
amy@thebugabees.com

Food Allergy Facts

Courtesy of the Food Allergy & Anaphylaxis Network

- Food allergies are a growing public health concern in the U.S.
- Though reasons for this are poorly understood, the prevalence of food allergies and associated anaphylaxis appears to be on the rise.
- Peanut allergy doubled in children over a five-year period (1997-2002).
- More than 12 million Americans have food allergies. That's one in 25, or 4 percent of the population.
- The incidence of food allergy is highest in young children - one in 17 among those under age 3.
- About 3 million children in the U.S. have food allergies.
- Food allergy is believed to be the leading cause of anaphylaxis outside the hospital setting, causing an estimated 50,000 emergency department visits each year in the U.S.
- Each year in the U.S., it is estimated that anaphylaxis caused by food results in 150 deaths. Death can be sudden, sometimes occurring within minutes.
- Eight foods account for 90 percent of all food-allergic reactions in the U.S.: milk, eggs, peanuts, tree nuts (e.g., walnuts, almonds, cashews, pistachios, pecans), wheat, soy, fish, and shellfish.
- There is no cure for food allergies. Strict avoidance of food allergens and early recognition and management of allergic reactions to food are important measures to prevent serious health consequences.
- Even trace amounts of a food allergen can cause a reaction.
- Most people who've had an allergic reaction to something they ate thought that it was safe.
- Food allergies are life-altering for everyone involved and require constant vigilance.
- Early administration of epinephrine (adrenaline) is crucial to successfully treating anaphylactic reactions. Epinephrine is available by prescription in a self-injectable device (EpiPen® or Twinject®).





CONTACT:

Amy Recob
608/712-1191
amy@thebugabees.com

Events

**NATIONAL FOOD
ALLERGY AWARENESS WEEK
MAY 10-16, 2009**

MAY 9, 2009
Book signings and special prizes
2 to 4 pm
Oompa Toys
1970 Cayuga Street
Middleton, WI
608-831-4880

MAY 16, 2009
Book signings and special prizes
10 am to Noon
Barnes & Noble
West Towne Mall
7433 Mineral Point Road
Madison, WI
608-827-0472

JULY 18, 2009
Book signings and special prizes
10 am to Noon
The Bookcase
607 Lake St E,
Wayzata, MN
952-473-8341

AUGUST 8, 2009
Food Allergy Awareness Walk
Sponsored by the Food Allergy
Association of Wisconsin
Warner Park - Madison, WI

SEPTEMBER 26, 2009
Food Allergy Awareness Walk
Sponsored by the Food Allergy & Anaphylaxis Network
Lincoln Park - Chicago, IL

OCTOBER 23, 2009
Wisconsin Association of School Nurses
Fall Conference
Waukesha County Technical College
Pewaukee, WI

Buy the Book

ONLINE:

www.thebugabees.com
www.bookhousefulfillment.com
www.amazon.com
www.barnesandnoble.com
www.borders.com

IN STORES:

Barnes & Noble West | Madison, WI
Capitol Kids | Madison, WI
Oompa Toys | Middleton, WI
The Bookcase | Wayzata, MN





the BugaBees

friends with food allergies

CONTACT:

Amy Recob
608/712-1191
amy@thebugabees.com



Amy Recob, with her daughter, Mollie - the inspiration behind *The BugaBees: Friends with Food Allergies*.

Diagnosed with severe peanut and tree nut allergies at the age of 18 months, Mollie and her family sought ways to learn and cope with the everyday obstacles brought about by this condition - especially during holiday parties, school functions, and social activities where special treats are often served, but must remain off limits for friends with food allergies.

Inspired by one of Mollie's many nicknames, "bugabee" characters were developed to teach children at a very early age that they can still have fun while saying no to foods that will hurt them.

