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Media Kit For

Weeds in Nana's Garden

A heartfelt story of love that helps explain Alzheimer's Disease and other dementias.

Written and Illustrated by Kathryn Harrison

- Book Purpose
  - To improve the lives of families touched by Alzheimer's Disease and other dementias.

- Target Market
  - PRIMARY: Families with young children (age 4 to 8) who have a loved one with a dementia disease.
  - SECONDARY: Families with young children (age 4 to 8) who are indirectly touched by a dementia disease.

- Book Summary
  - *Weeds in Nana's Garden* uses a loving story, a garden metaphor and captivating illustrations to help children better understand the dementia diseases and participate in supporting their loved ones. Each purchase supports the Alzheimer Society of Canada.

- Book Description
  - A young girl and her Nana hold a bond that blooms in the setting of Nana's magical garden. One day, the girl discovers that her Nana has Alzheimer's Disease. In time, her Nana declines, but the girl learns to accept and support the changes, and takes over as the garden's caregiver. Also includes a Question & Answer section about dementia diseases after the story.

Weeds in Nana's Garden
A heartfelt story of love that helps explain Alzheimer's Disease and other dementias.

Written & Illustrated by Kathryn Harrison

Flipturn Publishing
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32 pages
Fully illustrated
8 x 10 Size

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FOR IMMEDIATE RELEASE

New illustrated children's book raises awareness and dollars for Alzheimer's.

Stirred by her mother's dementia, artist Kathryn Harrison created this picture book to help explain dementia diseases to children, while also supporting the Alzheimer Society of Canada.

COBOURG, ONTARIO, CANADA, Mar 22, 2016 – *Weeds in Nana's Garden* was created to improve the lives of families touched by dementia. It is also expected to increase overall awareness of Alzheimer's through its broad appeal and reach. Together with captivating illustrations and an inspirational story, writer/illustrator Kathryn Harrison uses a garden metaphor to help children better understand dementia brain diseases . What's more, $1 from the sale of each book will be donated to the Alzheimer Society of Canada – Canada's leading health charity for people living with Alzheimer's disease and other dementias.

"After my mother's passing from young onset dementia in 2010 I knew I had to do something to help – something to foster understanding and provide much needed support to families enduring the hardship that is dementia," said Harrison. Thus she created an engaging children's picture book that guides the reader through the typical stages of dementia. Wanting to do more still, Harrison decided to donate a portion of the book proceeds to the Alzheimer Society of Canada, an organization that supported her greatly during her mother's illness. Recalls Harrison, "the Alzheimer Society had counsellors that knew what to do, when no one else did."

The book tells the story of the bond between a grand-daughter and her Nana within a magical garden. It's targeted at families with young children and filled with imaginative images to draw in the reader. It is a candid yet approachable book, as it also celebrates the remarkable strength of the heart. After the story, a child-focused Question and Answer section is included.

Harrison, a business professional turned artist, holds an interesting mix of science, marketing and art skills. She founded Flipturn Publishing to publish the book, enabling her to maximize her contribution to the Alzheimer Society of Canada. A former competitive swimmer, Harrison used the name Flipturn Publishing to acknowledge the need to turn and face a new direction once dementia arrives in the family.

Buy ***Weeds in Nana's Garden*** from the book's website, (http://weedsinnanasgarden.com) or at major online retailers such as http://amazon.com and http://amazon.ca. The book is available in hardcover, softcover and ebook formats. You can also see the book's development on Instagram by following @kathryn.harrison.art.

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Cover

Kathryn Harrison

Inside

- Author/Illustrator Bio
  - Canadian business professional turned artist, Kathryn Harrison, holds an intriguing blend of science, marketing and art skills. She has a Bachelor of Science degree, an MBA and worked for over a decade as a Communications Professional before earning a Fine Art Diploma. Although she has done much creating during her life, in writing and illustrating this picture book, Kathryn has been able to layer all these different abilities together.
  - Stirred by her personal experience with her mother's dementia, Kathryn created this book to support families and spread awareness of Alzheimer's Disease and other dementias. In order to donate funds from the sale of each book, she founded Flipturn Publishing to publish the work.
  - Kathryn's goal is always to create from the heart. She strives to do so from her studio in Cobourg, a small town just outside of Toronto, where she is continuously inspired by her kids, her cats and her colorful natural surroundings.

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