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**WHAT HAPPENED TO PLAY TIME? CHILDREN WATCH AN
AVERAGE OF THREE HOURS OF TELEVISION A DAY.**

*New book uses ordinary object for extraordinary adventures
to encourage children to use their imagination*

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CLEVELAND (2005)—Studies show that spending too much time in front of the television hinders the development of imagination. So what can we do to help limit time on the tube or playing video games?

According to the American Academy of Pediatrics, offer alternatives. Activities such as drawing, reading, exercising, learning an instrument and playing all stimulate children's independent thinking. In *The Things A String Can Be*, the main character Sam leaves the house after days of rain with nothing in tow but his imagination. He finds a string in a big puddle and spends the entire day dreaming of ways to turn this ordinary object into extraordinary adventures that then lead to a heartwarming ending.

With rhyming, repetition and bold, colorful graphics, author Julie Goulis and illustrator John Ferguson encourage children to use their own creativity to entertain themselves. Children are captivated by this imaginative young boy and his adventures with a silly old string. *The Things A String Can Be* is the first of a series of books using ordinary objects to go on extraordinary adventures. It is published by Bubblegum Books and distributed by Parklane Publishing, a trade division of Bookclub of America.

“When I was little, my parents constantly encouraged me to turn off the TV and find something else to do. I’m grateful for that,” said Julie Goulis, author, *The Things A String Can Be*. “I turned blankets into tents, boxes into cars, dark hallways into haunted houses and bedrooms into schoolrooms. With *The Things A String Can Be*, we want to show children that entertainment can come from more than TV, video games, computers and hi-tech toys.”

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Book Statistics: *The Things A String Can Be*; Author: Julie Goulis; Illustrator: John Ferguson; Retail price: \$14.99; ISBN: 0-9754621-0-5; LCCN: 2004106347; Ages three to seven; Jacketed hardcover; 15 illustrations; 32 pages; 11 3/4” x 8 3/8”; Includes a free activity guide.

Published by Bubblegum Books. Visit www.bubblegumbooks.com or call 877-471-5718 for more information.

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