



BUBBLEGUM BOOKS

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*“The Topsy-Turvy Towel takes a simple beach towel and opens a child’s mind to explore and expand the world around him or her.”*

Patricia Korcia  
President, Reading Council of Northern Delaware

**BRINGING GOOD OLD-FASHIONED PLAY TIME BACK TO LIFE**  
***The Topsy-Turvy Towel* is Third Book in Imaginative Series**

CLEVELAND, October 2006 – The average kindergartener has watched 5,000 hours of TV before s/he gets to school\*. That’s more time than it takes to earn a Bachelor’s Degree. The new children’s picture book, *The Topsy-Turvy Towel*, challenges children to use their imaginations to entertain themselves in this increasingly hectic, technology-based world.

In *The Topsy-Turvy Towel*, three friends build a beautiful sandcastle only to see it get washed away by a crashing wave. Do they call it a day? No. Suddenly, their big, colorful beach towel becomes their object of fascination as they turn it into a magic carpet, a superhero’s cape, a hot air balloon—anything their imaginations dream up.

Beautiful, hand-drawn illustrations with computer-enhanced graphics. Verse that sings. Places where only the imagination can lead. It’s all here in *The Topsy-Turvy Towel*, by author Julie Goulis and illustrator John Ferguson. The book includes a bonus activity guide.

*“The Topsy-Turvy Towel takes a simple beach towel and opens a child’s mind to explore and expand the world around him or her. This book inspires a child to explore his or her individual creativity with a simple inanimate object. It allows children to expand their imaginations and become dreamers in this very linear world,”* says Patricia Korcia, president of the Reading Council of Northern Delaware. *“The pictures are quite colorful and very appealing to children. There is an activity guide in the back so parents or teachers can further expand the reader’s adventures by creating other world of adventures.”*

*The Topsy-Turvy Towel* is the third book in this series that uses ordinary objects and nothing but the imagination to take readers on extraordinary

adventures. It is the sequel to *The Things A String Can Be* and *Something Shiny, Something Round*, which was named one of the **best books by local authors** for 2005 by the *Akron Beacon Journal*. It is published by Bubblegum Books and distributed by SCB Distributors.

### **About the Author and Illustrator**

This is Julie and John's third book together. When she's not dreaming up new book ideas, author Julie Goulis is a senior copywriter at a national advertising agency. John Ferguson, illustrator, is a senior art director at the same advertising agency. "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 Goulis. "I turned blankets into tents, boxes into cars, dark hallways into haunted houses and bedrooms into schoolrooms. With *The Topsy-Turvy Towel*, 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 Topsy-Turvy Towel*; Author: Julie Goulis; Illustrator: John Ferguson; Retail price: \$14.95; ISBN: 0-9754621-2-1; LCCN: 2006925806; Ages three to seven; Jacketed hardcover; 15 illustrations; 32 pages; 11 3/4" x 8 3/8"; Includes a free activity guide.

Visit [www.BubblegumBooks.com](http://www.BubblegumBooks.com) or call toll free 877-471-5718 for more information.

### **Distribution**

All Bubblegum Books' books are distributed to the trade by SCB Distributors in North America and Mariposa Press in Europe.

\* Source: U.S. Department of Education, "Literacy Statistics for the United States"