

A story that lifts children's spirits

When it's time to let go, My Yellow Balloon gives kids the courage to experience loss and a language for understanding change

My Yellow Balloon by Tiffany Papageorge

When children experience loss, whether a family member, friend, or even a beloved toy, our instinct is to protect them from pain, so we don't discuss it or prepare them. But pain and confusion aren't going away—they're part of life. In fact, one of the best ways we can help kids through grief and change is to encourage them to express their emotions.

Tiffany Papageorge, a speaker, storyteller, former actress, and mother of three, and has written a book to help children open up and heal through the power of story. Award-winning, *My Yellow Balloon*™ is a poignant tale of love, loss and letting go, and will serve as a powerful tool for parents, teachers, librarians, and healing professionals.

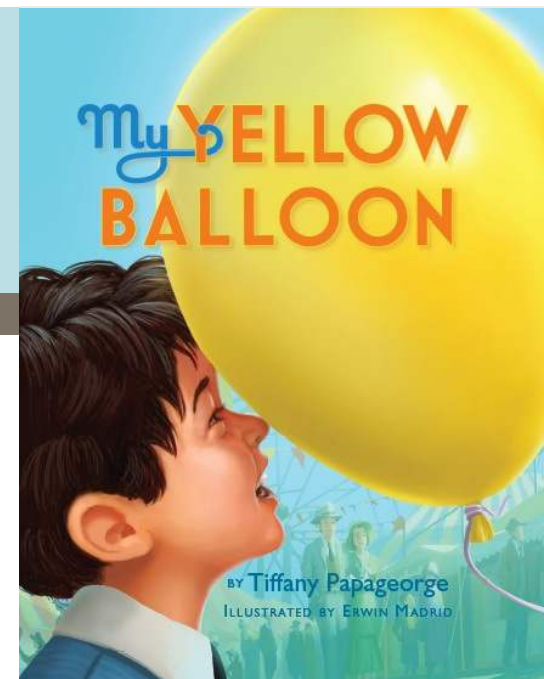
My Yellow Balloon™ is centered on a boy named Joey and his best friend: a bright yellow balloon. Joey and his balloon do everything together, until the balloon accidentally slips of Joey's wrist and flies far, far away. Illustrations by Erwin Madrid, a former DreamWorks Animation artist who worked on the Shrek franchise, perfectly capture these timeless themes, making them accessible to even the youngest reader.

But it doesn't stop there. The metaphor for the transformative journey of loss is carried out by the use of color. When the balloon leaves, the pages become black and white, symbolizing how different everything feels when the shock comes. As Joey goes through the seasons, readers experience stages of his sadness, and color gradually returns to the story. In the end, Joey is warmed by the springtime sun, and reminded of his lost friend.

"When our children are encouraged to experience loss and understand change in a real way, there is a hidden gift in the process," Papageorge says. "The story is about healing and the transformation within us all that takes place when we bravely, courageously live through our experience of loss."

My Yellow Balloon™ is a comforting guide for grieving children and a tool for concerned parents, as well as a meaningful contribution to children's literature. The book has already received two awards: a 2014 Mom's Choice Gold Award (Growing-up/ Personal Growth category) and a 2014 PPN (Publishing Professionals Network) Book Show Merit Award.

It releases in October 2014 and will be available for \$18.99 everywhere books are sold.



BOOK DETAILS

Minoan Moon Publishing
October 2014

by Tiffany Papageorge
illustrated by Erwin Madrid

ISBN 978-0-9903370-0-3
Hardcover
48 pages
Children's fiction
Ages 4-9
\$18.99

Also available in ebook

myyellowballoon.com

PR BY THE BOOK

About the author

Tiffany Papageorge has always had a profound love for stories. She earned her MFA in Acting from the American Conservatory Theater in San Francisco. Through her extensive theater background, which spans a 25-year period and includes work with CBS and Disney, she learned firsthand how stories deeply touch and affect the human spirit.

As an author and public speaker, she works with parents, teachers, and mental health professionals who want to find new ways to reach, capture, and engage children, including those who are dealing with the issue of loss. She spoke at the 2014 Annual Symposium for the National Alliance for Grieving Children, and participated at the Compassionate Friends National Conference in Chicago. She also works with children directly through story to help them grow, heal, and flourish.

"Whatever we don't work through today will become something bigger we have to work through tomorrow. Story is the language of the psyche and it's our biggest healing tool both on the planet and within ourselves."

Papageorge and her husband, Paul, live in Los Gatos, California, with their three children. *My Yellow Balloon*™ is her first children's book.

About the illustrator

Erwin Madrid was born in the Philippines and grew up in San Jose, California. He earned his BFA in Illustration from the Academy of Art College in San Francisco, CA. At PDI/DreamWorks Animation, Madrid contributed production illustrations for Shrek 2. He later became a visual development artist for the Shrek and Madagascar franchises and Megamind. He has also created conceptual art for the video game industry for titles like Uncharted: Drake's Fortune. He currently works as a full-time children's book illustrator. Learn more at www.erwinmadrid.com.

Talking points

- How are we preparing children today for loss and sadness?
- How to talk to a child about loss, big and small
- The importance of working with children before loss occurs, so they can process and cope better in the moment
- Four unexpected ways loss can impact a child in a positive way, and why it is a hidden gift
- How to help children connect with difficult feelings surrounding loss, and leading them toward healing

Praise

"We have fallen in love with *My Yellow Balloon*. We believe that this book will be a great tool for children in our school-based program that are learning to cope with significant losses such as death, divorce, foster care, deployment, incarceration, and deportation. It is the perfect new addition for our grief and loss curriculum."

—Calm Waters Center for Children and Families, Oklahoma City

Media Contact: Stephanie Ridge, 512-481-7681, stephanie@prbythebook.com



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