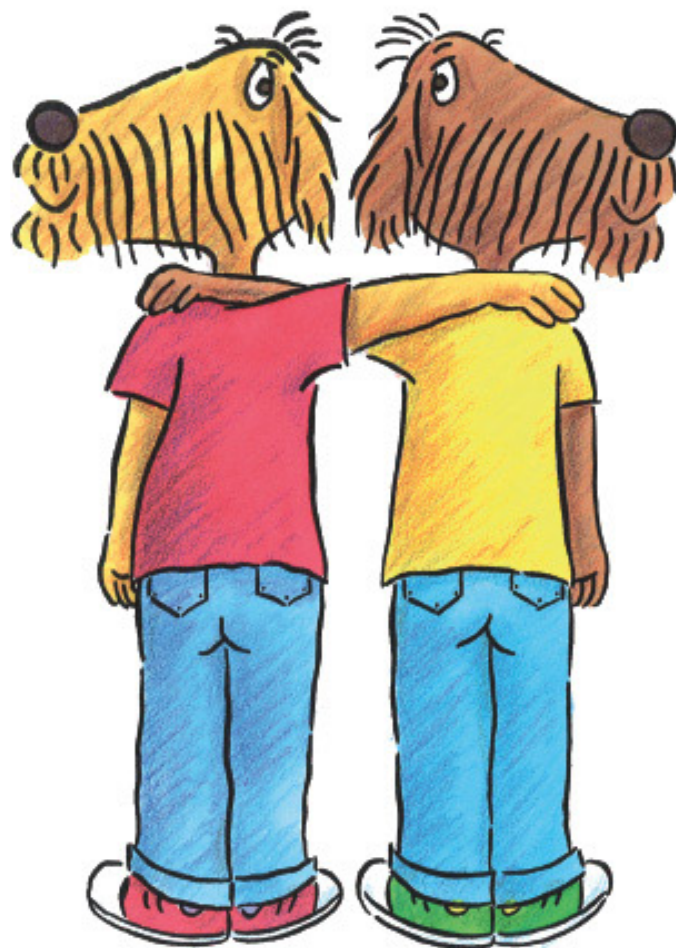


A MAJI AND MONGO PRESS KIT

By Dr. J. Renae Norton

LET'S EAT!



Illustrated by Steve Hayes

Maji Teaches Mongo What It Means to Eat Clean!

About the Author



DR. J. RENAE NORTON is a clinical psychologist and director of the Norton Center for Eating Disorders in Hyde Park, a suburb of Cincinnati, Ohio. She is very concerned about the epidemic of obesity among U.S. children. She has two gorgeous grandchildren and, of course, her beloved canine, Maji. All four walk the talk when it comes to lifestyle: playing outdoors, shooting hoops, gardening, and eating foods that come out of the ground instead of out of a bag!

Dr. Norton is available for media interviews, book signings, and speaking engagements. She can be reached using the information below, or by email at DrNortonPR@gmail.com. More information is available at her website www.eatingdisorderpro.com.

Coming Soon: Cycles of Shame

Why Eating Disorders and Obesity Continue to Rise in the U.S.

For the past 40 years MSG, pesticides, sweeteners, carcinogens, obesogens, and genetically modified foods (GMOs) have been added to the American food supply because they are profitable, despite being extremely toxic, especially to children whose brains are still developing. What scientists have known for many years — that our food supply is polluted — is only now breaking into the American consciousness. That said most Americans are still in the dark about the extent of the problem and what they can do about it. As a result, life-threatening problems are becoming the norm for U.S. children. Today we are one of the ten most obese developed nations in the world, and we are number two for the most obese children. We are also one of the few countries in the world to have obese infants. Likewise, Type II Diabetes, formerly a disease of middle age, is now showing up in 10 year olds in the U.S. and eating disorders are proliferating, starting with younger and younger children. The upshot is that chronic health problems are a given for a significant proportion of America's children (who are the first generation to have a shorter life expectancy than their parents). Neurological disorders such as Autism, Asperger's, and ADHD are also increasing at alarming rates due to the neurotoxic effects of High Fructose Corn Syrup, Monosodium Glutamate (MSG), and GMOs. In countries where food additives, pesticides, and genetically modified ingredients are regulated, these problems, along with obesity, are not escalating at such alarming rates. In fact, in comparison to 16 other wealthy countries, the U.S. is dead last for mortality (we have the highest mortality) and infant survival, irrespective of socioeconomic status or race. There is hope and it lies in the power we have collectively. Being informed is the first step. Boycotting polluted food is the ultimate solution. You will be healthier, as will your children. You will also hit the industries profiting from these practices where it really hurts, in the pocket book.

For more information about how to identify toxic substances and tips on how you can help your child, please visit Dr. Norton's website: www.eatingdisorderpro.com or contact her directly (drnorton@eatingdisorderpro.com).

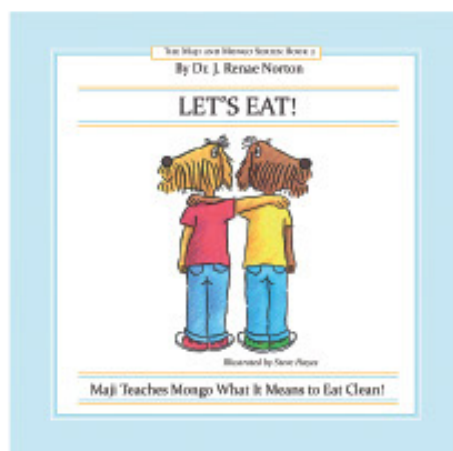
Suggested Interview Questions



1. What is the difference between polluted food and clean food?
2. Why are children's foods in the U.S. more polluted than in other countries?
3. What are some of the pollutants in children's foods to watch for?
4. What are some of the problems caused by food pollution?
5. Why is food pollution more serious in children than adults?
6. What can parents do to encourage a more healthy eating style?
7. What groups should parents join to promote the labeling of GMOs?
8. What stores carry clean foods?
9. What do I do about a child that refuses to give up polluted snacks?

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Book Specifications



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www.eatingdisorderpro.com • www.rdrpublishers.com
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Press Release

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FOR IMMEDIATE RELEASE

THE NEXT NEW MAJI & MONGO BOOK TO BE RELEASED MARCH 15TH

Let's Eat! Maji Teaches Mongo What It Means to Eat Clean by Dr. J. Renae Norton

The health of American children is rapidly declining. U.S. children are the second fattest children in the world today and the only children in the world to have Type II Diabetes. In addition, many neurological disorders, such as Autism and Asperger's are reaching epidemic proportions in the U.S., outpacing the rates found in other developed nations.

CINCINNATI, OH – 2013 – Dr. J. Renae Norton is a clinical psychologist and director of the Norton Center for Eating Disorders in Cincinnati, Ohio. She wrote the Maji and Mongo book series to introduce children to lifestyle issues such as the importance of physical activity and the deliciousness of wholesome “clean” foods. Ranking dead last for survival rates, the difference between the U.S. and other wealthy countries seems to be the toxic nature of U.S. food especially the processed food that is targeted to children. “Most of our food is polluted with genetically engineered ingredients, carcinogens, obesogens, addicting additives, insecticides, herbicides, and sweeteners. These toxins have been shown to have irreversible effects on the neurological, endocrine and immune systems of children. They are linked to chronic illnesses that have reversed a twenty-year trend of longer expectancy in the U.S. That means your child has a shorter life expectancy than you.”

In this Maji & Mongo book Maji shows Mongo the magic in drinking water. “*Water, water, H₂O, I take it everywhere I go!*” As Maji makes clean eating exciting and delicious for Mongo, he makes it exciting and delicious for every little reader. The book targets children between the ages of 3-8. It also has great tips for parents. The book is set to release on March 15, 2013.

“As a psychologist specializing in eating disorders, I encounter resistance from parents who are afraid of the reaction they will get if they limit their children to nutritious foods,” Norton says. “Part of the reason may be that many children are addicted to the food additives which are found in the majority of processed foods, especially snack foods. As a result your child may put up quite a fight if you decide to introduce clean eating.” She goes on to say, “If this happens, you need the help of a guy like Maji!”

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If you would like more information or to schedule an interview with Dr. Norton, please call her assistant Jill Lindeman at 513-300-8042 or email Jill at drnorton@eatingdisorderpro.com.

What Are People Saying About Maji and Mongo?



Reviews

“Let’s Eat! is the second in the Maji and Mongo Series written by Dr. J. Renae Norton, clinical psychologist and director of the Norton Center for Eating Disorders. The series is designed to provide children with an understanding of the importance of learning how to develop a healthy lifestyle.

Maji and Mongo represent individuals with differing preferences. Maji helps Mongo discover healthier foods and health habits that lead to growing up stronger. Norton uses a rhyming lyrical writing style that is a favorite of the young reader. Steve Hayes’ imaginative illustrations reinforce the message of the story as it unfolds.

Children are quickly attracted to the friendliness of the Maji and Mongo characters. The valuable information and pointers for parents and sound teaching techniques resonate with parents and educators.

The Maji and Mongo series is fast becoming a favorite with children and parents. In a day when childhood obesity is taking on epidemic proportions *Let’s Eat!* is an important book for the Children’s section in every school and public library. The attractive illustrations, quality binding, and positive message make the book ideal for gift giving. Parents and children will both want to get all of the books in the series.

A complimentary copy of this book was provided for review purposes. The opinions expressed are my own.” - **Review posted on amazon.com by Richard R. Blake.**

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Testimonials

“Whenever my grandson Julian comes for a visit, he goes straight to the bookcase to find Maji & Mongo. He then goes from person to person until he finds someone to read it to him; then of course when they are finished, he’s off to the next person for an encore. I am sad to say that sometimes when I know he’s coming for a visit, I must hide the book...but juuuuust long enough until I have time to sit and read with him. Thanks Dr. Norton for the quality time this has given me with my grandson! He loves it! And I do too!”

– **Paul, Grandfather of Julian (Age 6)**

“Even though my daughter Olivia is only 2, she loves to read Maji & Mongo. Every time we read it she gets up to run and jump just like Maji!”

– **Jill Fritsch, U.S. Bank Teller, Mother of Olivia (age 2)**

“If you liked the “How Maji Gets Mongo off the Couch!” book, then you will enjoy reading Dr. Norton’s ‘Let’s Eat!’. It’s a great book for anyone wanting to get a child excited about clean eating!”

– **Dwight Quinn, Co-Founder of Conquer Obesity Foundation for a Healthy America (COFHA)**