

The Gifted Grasshopper

Bags Bursting with Books

The Gifted Grasshopper
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The Gifted Grasshopper – a website dedicated to finding hand-picked books for children everywhere – aims to make this year's gift giving experience a positive one for both parents and children.

The Gifted Grasshopper was created in August of 2006 by Laura Greenstein and Jen Nowack – two teachers turned moms who know that nothing tops the gift of reading.

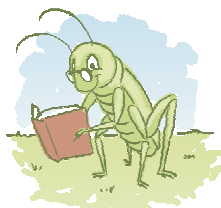
The Gifted Grasshopper sets itself apart from other children's booksellers by the unique selection of books available in their bags. Laura and Jen take care in reviewing children's books available today to find books that fit two criteria:

1. Kids will love them because of the content – you can be sure they'll be requesting them every night.
2. Parents will love them because they know they are receiving quality books they'd never find on their own.

The Signature Gifted Grasshopper Bag is perfect for any gift that pops up in 2007, whether it be a **birthday, holiday or just to show you care**. In addition to an amazing selection of books for infants through 3rd graders, each signature bag comes with the gifted grasshopper tote – a 12" x 12" embroidered, washable canvas tote that is ideal for travel – as well as signature bookmark, decorative reading glasses and exclusive grasshopper puppet to make reading time even more fun.

For special instances in which parents want to foster a particular interest in a child, The Gifted Grasshopper also offers a Custom Bag Bursting with Books. Each bag is personally created for a child's interest in a specific subject and can be a great gift for **summer reading, vacations or the start of school**.

The above serves as a brief introduction to The Gifted Grasshopper...we invite you to take a look at our complete list of products enclosed and visit www.giftedgrasshopper.com to open up 2007 to the greatest gift of all, a love of reading.



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Fact Sheet

Company Overview:

The Gifted Grasshopper is a website that makes giving the gift of reading easy and enjoyable for both parents and kids.

The founders of the Gifted Grasshopper, Jen Nowack and Laura Greenstein, are two first grade teachers turned moms. Inspired by their lifelong love of reading, Jen and Laura began scouring through the mountains of children's books available to find the hidden classics: books that their kids would grab for each night but that weren't at the top of the bestseller list.

Jen and Laura launched The Gifted Grasshopper to bring their resourceful knack for finding great children's books to kids and parents everywhere. Parents, family and friends can shop at The Gifted Grasshopper knowing that they will be bringing *new* and *exciting* books into a child's world.

Products:

The Gifted Grasshopper offers gifts for **infants through 3rd graders**. Each selection of books comes in a Signature Tote Bag – a 12" by 12" canvas tote embroidered with the easily recognizable Gifted Grasshopper logo. The signature tote was developed with a parent's need in mind – the perfect size to carry everything from books to diapers.

Every signature tote also comes with a set of **Gifted Grasshopper Glasses** and/or exclusive **Grasshopper Puppet** to make reading that much more engaging!

The Gifted Grasshopper offers the following variations on their signature tote bags:

- **Themed Bags:** The Gifted Grasshopper has created themed book selections grouped by age that make a particular topic like transportation, ABCs or colors even more fun for a child.
- **Party Favor Bags:** The Signature Tote Bag – just shrunken a bit! These mini-tote bags are 8" by 7 3/4" and include a soft cover book and other Gifted Grasshopper trimmings – making them perfect favors for a party.
- **Featured Books:** As Laura and Jen never stop looking for great children's literature, the featured books are recent additions to The Gifted Grasshopper repertoire. Visitors to the website can add these books to any order or purchase the titles individually.
- **Custom Selections:** The Gifted Grasshopper has the capabilities of custom selecting books for any child.

Pricing:

Prices for Gifted Grasshopper gifts vary. Please visit the website for specific information.

Website:

The Gifted Grasshopper website can be accessed at www.giftedgrasshopper.com.

Contacting The Gifted Grasshopper:

Questions or service requests can be made via the website or via phone:

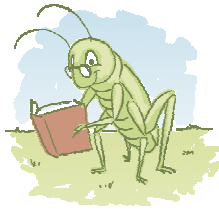
In NJ Call: 908-382-6600

Toll Free: 1-888-310-5745

Fax: 908-382-6639

Press Requests:

Inquiries from the press should be directed to The Gifted Grasshopper by using the above contact information.



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The Gifted Grasshopper: Behind the Glasses

The founders of The Gifted Grasshopper can be interviewed about their latest selections and favorite children's books.

Founder, Laura Greenstein:

Laura the Teacher

Laura's passion for teaching started in college where she earned a BA in Communication Disorders at The University of Connecticut. From there, she worked as a 1st/2nd grade teacher until finding her niche in literacy. Most recently, Laura has worked as a Professional Developer for the Children's Literacy Initiative where she has coached teachers on the implementation of research-based Balanced Literacy techniques. While coaching, she taught workshops on Reading Aloud To Support Instruction and Using Nursery Rhymes to Teach Phonemic Awareness; she also presented 3 Day Literacy Institutes for New Teachers. Laura recently received her Masters in Special Education and Learning Disabilities Teacher Consultant certification from Rutgers University.

Laura the Mom

Laura's son, Ryan, turned two in January and has loved books since before he could hold them. He's been known to read his favorites at least 10 times a day despite Laura's efforts to switch up the routine (his persistence is legendary in the Greenstein house!). Ryan's current favorites include those with animal sounds (i.e. The Very Busy Spider by Eric Carle) or have text that can be sung (i.e. Twinkle Twinkle Little Star by Iza Trapani). Meanwhile, Laura's infant daughter Paige is developing a love for reading by pure exposure to her older brother's habits. Paige's preferences are the sing-along books, but she's cool with the animal ones too (if she has to be).

Founder, Jen Nowack

Jen the Teacher

With over 8 years of teaching under her belt, Jen's literacy expertise only continues to grow. In addition to participating in the Children's Literacy Initiative as a Professional Developer with Laura, Jen also served as a literacy advocate for first graders in the Marion T. Bedwell Elementary School in New Jersey. There, Jen used the research-based principles of a Comprehensive Literacy approach in her instruction as well as completed a curriculum incorporating the principles of word knowledge into the existing Language Arts program. Jen has received a B.A. in International Affairs and Russian/Eastern European Studies from Lafayette College and a Master's of Arts in Teaching in Elementary Education from Fairleigh Dickinson University.

Jen the Mom

Jen is the proud mom of two completely loveable but totally different readers. Jen's son Carter, 2, is an unabashed bookworm, most recently digging into books about transportation (i.e. all books by Byron Barton) and construction (i.e. B is for Bulldozer by June Sobel), and his favorite, Where's My Teddy by Jez Alborough. Jen's daughter Sidney is a different story: active from the day she was born she tends to listen without wanting to sit. As a 1 year old, Sidney's love for books seems to be blossoming as Jen has been finding her pulling out a book basket and digging through on her own. Jen is particularly excited to watch as this passion for reading emerges from both her son and daughter!