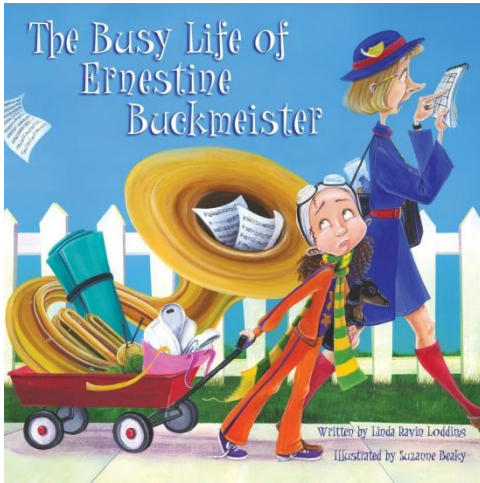


Inhale... Exhale... Play!

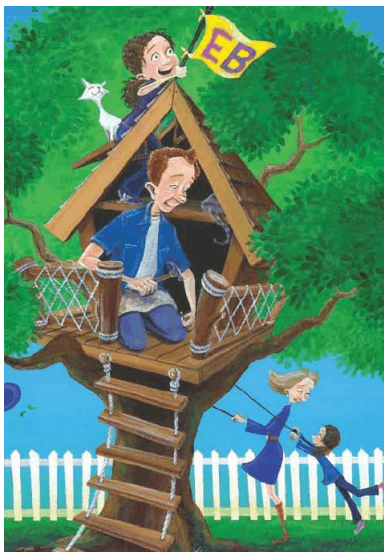
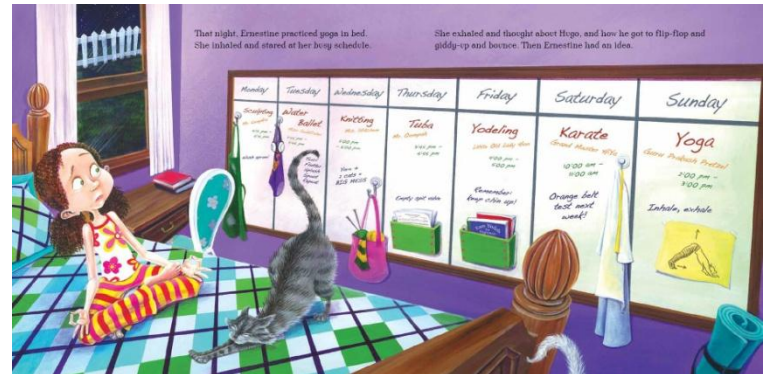


NEW YORK: If you think you have a busy schedule, just take a look at Ernestine's wall-size white board: tuba with Mr. Oompah, yodeling with Little Old Lady Hoo, yoga with Guru Prakesh Pretzel, and more. Her well-meaning, busy parents have packed Ernestine's after-school hours, turning her into the over-scheduled poster child of today. But Ernestine is about to opt out and do what no Buckmeister has ever done before: JUST PLAY.

The Busy Life of Ernestine Buckmeister hilariously captures the dilemma of the modern-day over-scheduled child in riotous color and absurd extremes. A delightful heroine, Ernestine will be sure to put "play" back on everyone's agenda, demonstrating that in today's hustle-bustle world, everyone needs the simple wonders of childhood and the joy of play.

“Play promotes true intellectual curiosity,” says Dr. Stuart Brown, a physician and the founder of the National Institute for Play. “With every moment scripted by adult ambitions for them, kids cannot become naturally attuned to their innate talents.”

“Every study reaches one sad conclusion,” says Dr. Michele Borba, educational psychologist and Today Show contributor. “Good old-fashioned play is quickly becoming an endangered pastime for today's plugged-in, over-scheduled kids.”



In our society, where parents feel pressured to register children for preschool while still in utero and to encourage their 5-year-olds to give up picture books in favor of early readers, *The Busy Life of Ernestine Buckmeister* offers a refreshing alternative: Inhale... Exhale... **Play!**

For more information on the importance of play, read *The New York Times* article, “The Movement to Restore Children's Play” (January 5, 2011) <http://www.nytimes.com/2011/01/06/garden/06play.html>

Linda Ravin Lodding works in media and public affairs for the United Nations. She has taken classes from Archery to Zumba and all the letters in between, but like Ernestine, she loves to just play. Originally from New York, Linda has spent the past 15 years in Austria, Sweden, and now lives in The Netherlands. This is her first picture book. **Suzanne Beaky** is the illustrator of the *Hailey Twitch* chapter book series and several picture books, and a recipient of the Ellen Dolan Memorial Mentorship Award from the Society of Children's Book Writers and Illustrators in Missouri. She enjoys hiking, biking, and camping in the mountains, and lives in Huntingdon, PA.

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