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## **A Food Allergy Awareness Promotion that Circulates Parent Perks, Inc. Strives to Put Kids' Food Allergy Books in Libraries**

Parent Perks, Inc., the publisher of The No Biggie Bunch® children's book series, for kids creatively coping with food allergies, is launching a promotion designed to have The No Biggie Bunch on the shelves of more public libraries in time for Food Allergy Awareness Week scheduled for May 13-19, 2012.

Now through April 30<sup>th</sup> Parent Perks, Inc. will match book purchases from The No Biggie Bunch series with book donations to the U.S. Public Library of the buyer's choice. It's easy and there are two options for purchase. The first is the **Library 50-50**. When customers purchase two books for their own bookshelves, the publisher will send two additional books to the U.S. Public Library of the buyer's choice – free of charge.

The second purchasing option is the **Library 100**, which ultimately provides a public library with four books from The No Biggie Bunch series – two purchased by the customer for donation, plus two Parent Perks, Inc. will donate. All libraries receiving books will be given a note from Parent Perks recognizing the buyer's donation and the buyer will be sent a note of acknowledgment from The No Biggie Bunch.

The No Biggie Bunch was the inspiration of two caregivers of kids with food allergies who sought, but could not find, resources that provided creative solutions and positive responses for every day situations in a kid-friendly way. Naturally, their search for support began in the aisles of the local public library.

The co-creators of The No Biggie Bunch, have a soft spot for public libraries, because they offer free access to information to every individual. The No Biggie Bunch team put its heads together and designed a campaign that they see as akin to a charitable coupon which can help spread awareness. "Your library will benefit when you purchase," said John Wakefield, marketing manager for Parent Perks, Inc. "We believe that the combined efforts of this tiny publisher and the food allergy community can work towards putting The No Biggie Bunch books in the card catalogue where anyone access them."

The food allergy community is one that is devoted to awareness, because awareness saves lives. Parent Perks, Inc. has The No Biggie Bunch message of preparedness, safety and positive attitude to put in the hands of kids creatively coping with food allergies through their libraries nationwide in time for Food Allergy Awareness Week and long after. Visit [www.NoBiggieBunch.com](http://www.NoBiggieBunch.com) to see how purchases now through April 30<sup>th</sup> can help spread the kind of awareness that circulates.

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