



MEDIA RELEASE

We Must Be Carefully Taught

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Charleston, SC~ Working together, we can embrace diversity.

“You’ve Got to Be Carefully Taught”, a song written by Rogers and Hammerstein, tells a universal truth in that we must be taught to hate and fear not just those of a different skin color or nationality but those individuals our relatives hate as well. To this day, that type of hate exists and, in some homes, children continue to learn that they must reject any person who looks different, walks different, or talks different.

These differences are the topics of books which are coming out against the hate, helping to open children’s eyes to the beauty of diversity in nature, music, and ourselves, and Vintage Romance Publishing is joining in the desire to create unity.

Vintage Imaginations, a division of Vintage Romance Publishing, with its debut of *A Purrfect Love*, a children’s picture book detailing a kitten’s awareness of the differences in his fur color and those of his siblings and what that means to him as an individual, begins a journey not to confront hate but to rebut it.

Some of our upcoming books will address issues which aren’t in the public eye as often as they should be as well. With the exception of our pre-school books, all of the stories we publish have a moral, and many of our upcoming titles will utilize a growing tool which, hopefully, teachers, parents, and guardians can use to carefully teach children that hate isn’t the answer, no matter how different we are.

To learn more about A Purrfect Love, releasing January 30, 2010, written by D.K. Abbott and illustrated by Shelley Patten-Forster, visit Vintage Romance Publishing at its website at <http://www.vrpublishing.com> or contact its editor-in-chief, Dawn Carrington at editor@vrpublishing.com.

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