

# Press Release

## Introducing *The Phoenix and the Carpet* Newest Personalized Full-Length Children's Novel

**October 15, 2007** - Book By You® today announced the release of its latest full-length personalized children's novel, *The Phoenix and the Carpet*. This Book By You® novel is the company's fourteenth personalized title and is the fifth offering for the company's Kids Book By You division, the first publishing venture in the world to offer full-length personalized novels.

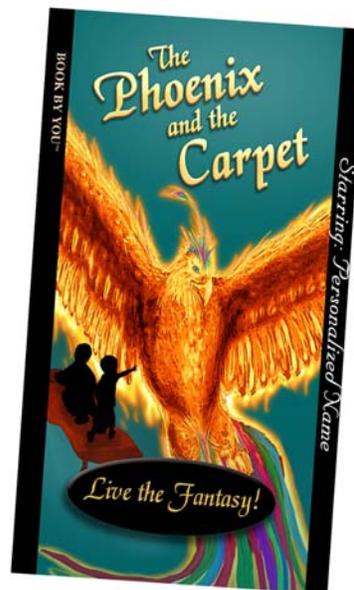
From a heart-pounding journey over the ocean on a magic carpet to hilarious misadventures while surrounded by hundreds of pets, *The Phoenix and the Carpet* is a nonstop rollercoaster ride for the young and young-at-heart. The excitement begins when two children (both characters which can be personalized) discover a magic carpet and an egg that hatches into a Phoenix, a helpful but amusingly egocentric talking bird who can't understand why everyone isn't worshipping its magnificence!

When the Phoenix reveals that the magic carpet will grant our dynamic duo three wishes a day, they launch themselves into many adventures ... often ending in unexpected predicaments. Their antics cause a stir wherever they go, but thanks to their wits, and with help from the Phoenix, the children overcome many challenges.

This fresh, funny personalized novel is written for ages 6 – 12, and is ideal for parents wanting to motivate their children to read full-length books. Based on Edith Nesbit's classic children's fantasy novel written in 1904, *The Phoenix and the Carpet* is the third of a trilogy of Nesbit novels updated, edited and personalized by Book By You®, beginning with *Two Children and It* and followed by *The Amulet*. Themes such as the value of friendship, perseverance and following your dreams are explored and uniquely presented in a manner only possible through a full-length personalized story.

*The Phoenix and the Carpet* is a 130-page novel that has 19 features to personalize. Adults and children co-author the book by selecting the leading role and including friends, relatives or even television stars. The character questionnaire, available on the Book By You® website, is fun and easy to complete with three main characters and features such as hair color and length, eye color – even a pet. Readers can also add to the personalization of this beautifully bound paperback by uploading a picture and having it included on the back cover.

*The Phoenix and the Carpet* can be purchased for \$24.95. For more details and a free personalized preview visit the company's website at [www.BookByYou.com](http://www.BookByYou.com).



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