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## JAMBO BOOKS SUBSCRIBES TO EMPOWERING NOTION OF DIVERSIFYING HOUSEHOLD BOOKSHELVES WITH CHILDREN'S STORIES OF INCLUSION

*Monthly Jambo Book Box Subscriptions Jump 4000% As Families Grapple How Best To Combat Polarizing Views Of Racism For Kids Ages 0-13*

Atlanta, GA (September 21, 2020) -- Once upon a time -- before COVID, stay-at-home schooling and George Floyd's death -- there lived Runako and Mijha and their two daughters. They tried to read a fresh story to the girls every night as there were plenty of wonderful books, initially. But they became dismayed by the lack of diversity of the characters in those books. So, they created **Jambo Books** (<https://www.jambobooks.com/>) for families to showcase kids that looked like their own and who looked like their neighbors.

Subscribers to the monthly Jambo Book Club receive two beautiful high-quality books at a time that star a child of color in an engaging story. Adding fun multicultural children's books to a home library is as easy as opening up the mailbox. But as this true story continues, no one could have imagined how critical these vibrant books would become in the Summer and Fall of 2020.



*Jambo Books founder Mijha Godfrey and her family*

"We started experiencing explosive growth in May," reveals Yale Law School grad Mijha Godfrey, founder of Jambo Books. "Once the Black Lives Matter movement started to garner a lot of attention and support, our monthly subscriptions jumped from about 150 per month to over 600 currently – a 400% increase!" She pauses and adds, "I think it's important for us to leverage this moment as an opportunity to offer as many families as possible the chance to diversify their bookshelves and learn more about themselves, our country and their neighbors."

to. Perhaps in the month of December young children learn about Hanukkah, Christmas and Kwanza through picture books. Yet the stories parents and grandparents tell children matter. From their youngest years, kids learn who and what adults value.

Multicultural children's books are not something that most parents give a second thought

Finding children's books with characters that more accurately represent the rich diversity of modern America is hard. In fact, a recent University of Wisconsin-Madison (a two-hour drive from Kenosha, site of the current political debate on racism) found that only 14% of children's books published in 2015 had a nonwhite main character. Today's America is diverse and growing more so by the day.



The Jambo Book Club offers a wonderful opportunity to show inclusive values from a child's earliest reading experiences. With book titles like *Lucia the Luchadora*, *A*



*Hundred Billion Trillion Stars* or *How To Trick The Tooth Fairy*, parents select one of five age categories for their carefully curated subscription -- ages 0-2, ages 3-4, ages 5-6, ages 7-9 and ages 10-13. Each captivating tale engages children, reinforcing a lifelong love of reading. Jambo understands many households have multiple ages under one roof so they offer the **Mixed Ages Jambo Book Box**. Parents choose two different age groups. One or two inclusive books per age group arrives at the home every month.



Each illustrated story is fiction. Jambo’s curators wanted to engage young readers in imaginative tales while highlighting empathy in its storylines. Perhaps more importantly, “children of color need to see books reflecting their lives so that they'd know they can bloom where they are planted,” believes Godfrey, an Atlanta, GA mom. “They don't have to live abroad to belong; they belong right here in the United States.”

Beyond the book club offerings is a timely website blog that parents will find comforting with current headlines such as *Helping Our Kids Through Isolation Stress* and *How Do We Talk To Our Kids About Black Lives Matter*. Topics do not just focus on race but might touch upon neurodevelopmental disorders such as autism. An August blog featured the children’s book *My Brother Charlie* by Holly Robinson Peete and Ryan Elizabeth Peete with pictures by Shane W. Evans. The illustrated story is written from the perspective of Charlie’s twin sister Callie who is not on the autism spectrum. Callie tries to understand Charlie’s behavior and recounts her parents’ odyssey trying to get Charlie the help he needs.

“Jambo Book Club is dedicated to ensuring that children learn that all people are important,” writes Godfrey in her recent blog, “and that all people belong.” She adds *My Brother Charlie* is an authentic and inspirational portrayal of one family’s ongoing journey with life on the spectrum.

With a new school year just starting, a book subscription is a smart way to excite learners about literacy and the world around them. Popular titles to read this year, by age, might include *As Brave As You* for ages 10 to 13 years old; *Mia Mayhem is a Superhero* for 7 to 9 years old and *No Frogs In School* for 5 to 6-year-old crowd. *Uncle Peter’s Amazing Chinese Wedding* will engage toddlers while *Brown Baby Lullaby* is a perfect storybook for the newest member of the family.



To start receiving high-quality books that give children a sense of the world we want them to live in - diverse, vibrant and kind – click on the website and choose a subscription plan that fits the family budget. The six month or 12-month plan makes an incredible Holiday 2020 gift that will inspire and entertain youngsters for years to come!

**\$34.99** – a one-month to one-month sampling

**\$94.99** – this 3-month prepay subscription offers a 10% savings!

**\$175** – establish a 6-month prepay that includes one free month!

**\$349.99** – a year of vibrant reading with this 12-month prepay package offering two months of books for free!

Subscribers receive a collectible JambArt box which is decorated in original art that uplifts and celebrates children of color. The family-owned company proudly works with school libraries to expand their collection of multicultural books.

## ABOUT JAMBO BOOKS

Jambo means “hello” in Swahili. Jambo Books is a subscription service for children’s books starring children of color in prominent roles. Every book is thoughtfully curated from many sources, with the focus being on children of various colors and cultures in situations where popular children’s literature rarely places them—as the main character, making friends, raising pets, loving grandparents and fighting dragons! Jambo makes it easy to add multicultural books to the home library. Discover more at [jambobooks.com](http://jambobooks.com).