

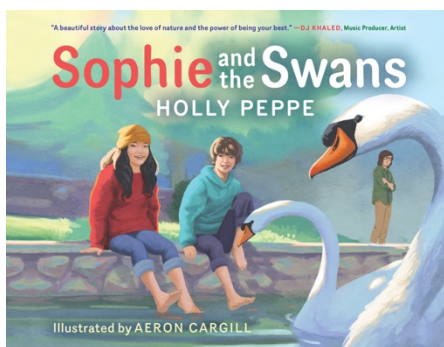


October 1, 2024

**FOR IMMEDIATE RELEASE:**

***New Book, *Sophie and the Swans*, Teaches Young Readers to Treat Others with Kindness***

**SOUTH SALEM, NY** — This Bullying Prevention Month, Expound Publicity announces the release of *Sophie and the Swans*, written by Holly Peppe with illustrations by Aeron Cargill. *Sophie and the Swans* is published by Lincoln Square Books.



Sophie is a little girl who lives beside a lake and makes friends with a pair of swans who visit her every day. One day, when a bully starts to torment the swans, Sophie rushes to defend them, not by attacking the bully, but by showing him kindness when he gets into trouble on the lake.

Peppe wrote this heartfelt and beautifully illustrated book to illuminate the problem of bullying while showing young readers how the power of kindness can often diffuse that behavior.

"I believe all children are inherently good, but sometimes they follow the bad example of others, or lash out because they themselves have been bullied," said Peppe. "They are also easily influenced, so I thought giving them a role model like Sophie might help them deal with unkindness or bullying in their own lives."

Prior to the book's release, *Sophie and the Swans* received esteemed accolades, including a Family Choice Award, Purple Dragonfly Book Award, and a glowing review from The Children's Book Review.

Additionally, the book has been praised by Richard Branson, DJ Khaled, and Malik Yoba.

*"Sophie, the main character in this gently instructive parable, provides a valuable example for young readers when she doesn't shy away from a boy who acts like a bully. Even more important, when she is presented with the possibility of helping him, she does! She's a valuable role model for both children and adults."* – Richard Branson

One hundred percent of the author's proceeds from the sale of *Sophie and the Swans* will be donated to nonprofit organizations that prevent bullying among children and cruelty to animals, including [The National Bullying Prevention Center](#); [We the Best](#), and [Animal Nation](#).

Holly Peppe is a writer and editor who lives near a lake full of colorful ducks, noisy gray geese, and elegant white swans who take to the sky when they feel like flying. Her published writing includes essays about the Jazz Age poet, Edna St. Vincent Millay; a memoir, *Mum's the Word: The High-flying Adventures of Eve Branson*; and two Young Adult books about Barrington Irving, the first Black pilot and youngest person to fly solo around the world.

Find more information about Peppe on her [website](#). To set up an interview, reading, signing, or for information, please contact [info@expoundpublicity.com](mailto:info@expoundpublicity.com).

*Sophie and the Swans* (ISBN: 978-1947187146) is published by Lincoln Square Books and will be available on Amazon, Barnes & Noble, Bookshop.org, and wherever books are sold on October 1.

### **About Expound Publicity**

Expound Publicity is a full-service PR and marketing firm co-founded by award-winning, bestselling authors and seasoned marketers, Alysson Bourque and Lori Orlinsky. Expound Publicity is a full-service book marketing agency specializing in custom publicity campaigns. Learn more at [expoundpublicity.com](http://expoundpublicity.com).

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