

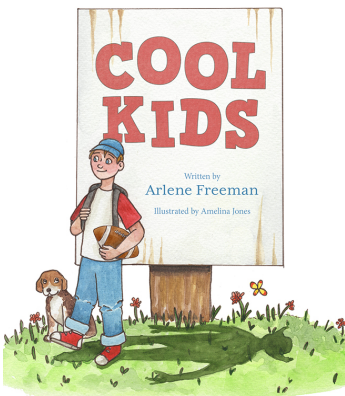


February 1, 2022

FOR IMMEDIATE RELEASE:

Multi-Award-Winning Children’s Book Cool Kids Helps Teach Kids About Kindness and Staying True to Oneself

WOODLAND PARK, N.J.— Mascot Books announces the release of *Cool Kids*, written by Arlene Freeman with illustrations by Amelina Jones.



Like most kids, Michael and his friends are so excited for their first day at a new school. They have a lot of questions about what to expect, but most of all, they wonder if they’ll get to join the football team. That would be the perfect way to start the year! However, Michael soon finds out that it’s not as easy as he thinks. The team is filled with bullies, and to join, he has to become one of them. In order to be cool enough to get a spot on the football team, Michael has to start changing his behavior—for the worse! Suddenly, terrible things start happening to him. Finally, he begins to wonder: Was it all worth it?

Cool Kids was inspired by a story Freeman’s father told when she was a young girl.

“When I was a little girl, there was no television and my father was a great storyteller,” said Freeman. “He would tell stories to the kids on the block, and he created the character Ruffy Butchbang. He would tell little stories about how Ruffy got in and out of trouble. He would even put sound effects to all of his stories. The name he created was a cute name and I never forgot it. I always knew I’d do something with it.”

Freeman hopes that through her imaginative and beautifully illustrated story, kids will get the message that it pays to be kind to others.

“I hope they see that being a bully isn’t the best way to gain friends and it is so much easier to be nice and kind,” said Freeman. “You really have to think about doing mean things as a bully, but if you’re kind to somebody, it’s so much easier and you gain friends and respect more that way than just being mean and nasty.”

In the months since its release, *Cool Kids* has won multiple prestigious industry awards, including the 2021 Family Choice Award and the 2021 Royal Dragonfly Book Award. Additionally, the book has earned an Amazon bestselling rank in several categories.

Freeman’s first career was a third-grade schoolteacher in the Passaic School System. Teaching children is her true passion, and she incorporated this passion in her community involvement. Her second career as a real estate broker and appraiser enabled her to open her own real estate company, Prime Realty, with a partner. After 35 years, they sold to Coldwell Banker. She loves dogs, playing piano, telling stories, singing, dancing, and sharing wonderful examples of life’s lessons with her grandchildren. Arlene lives in Woodland Park, New Jersey. She has two sons, Dr. Ted Freeman of Long Branch, New Jersey, and Dr. Eric

Freeman of Westfield, New Jersey, as well as three grandchildren: Michael, Max, and Quinn. This is her first book and maybe her third career.

Follow Freeman on [Facebook](#) and [Instagram](#) or visit her [website](#). To set up an interview, reading, signing, or for information regarding *Cool Kids* please contact Freeman at minyminsky@aol.com.

Cool Kids is registered with Ingram, Baker & Taylor, the American Wholesale Book Company, Follett Library Resources, and is available online with the following retailers:



About Mascot Books

Mascot Books is a multi-genre hybrid publisher and distributor headquartered in Herndon, Virginia. Co-founded in 2003 by Naren Aryal, Mascot has published more than 2,500 books in a variety of genres, including fiction, nonfiction, children's, cookbooks, and coffee table books. Learn more at www.mascotbooks.com.

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