



## **Potential Media Q & A**

The Habari Books Series (Holy Child Publications, September 2019)

Q: What was your motivation behind the Habari Books Series?

HCP: Throughout our years of experience, we have found that many early learners often come unprepared for the learning environment. Families are busier than ever; lives are fast-paced and technology-centered. As a result, personal relationships are suffering. We were motivated to create the Habari Books Series in an effort to revisit interpersonal engagement; enrich early education, and to incorporate 21st Century Skills early on.

Q: Why did you choose the name Habari Books?

HCP: Habari means “news or information” in Kiswahili. A friendly learning character, we call Habari, shares the information.

Q: Who would you consider your target audience?

HCP: Our target audience is parents, caretakers and teachers of children ages 3 to 6 years old.

Q: How long was the process of preparing the books for the market?

HCP: In considering research, planning, and design concepts, the process took about two years to complete. Also, we spent considerable time focusing on making the books user-friendly, practical and engaging.

Q: What will be the total number of books in the Habari Books Series and of what topics?

HCP: The series will consist of seven books covering other early learning topics.