

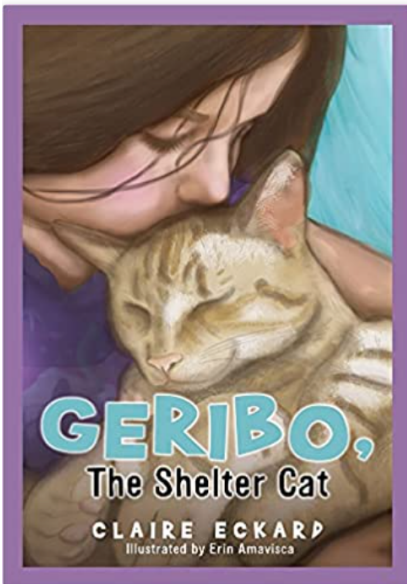


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FOR IMMEDIATE RELEASE:

New Children's Book GERIBO, The Shelter Cat Teaches Children the Importance of Animal Shelters

YUMA, Ariz. — Foreword Publicity announces the release of *GERIBO, The Shelter Cat*, written by Claire Eckard, with illustrations by Erica Amavisca.



GERIBO, The Shelter Cat is a narrative written from the perspective of an adventurous kitty who is sharing his knowledge about the animal shelter as he explores the walls within. *GERIBO, The Shelter Cat* is a winner of the 2021 Family Choice Award! Family Choice Award is one of the most coveted, family-friendly consumer award programs in the industry.

Geribo's adventures take him from the adoption rooms to the fundraising department as this orange tabby meets employees, volunteers, and fellow four-legged friends along the way. In this sweet story, Geribo also faces his own fears and insecurities about why he feels he hasn't been adopted, while also being happy for a senior dog that finds his forever home.

Eckard, who is involved with her local humane society, said she wrote the book to educate children about responsible pet ownership and the important role shelters and rescues play in each community.

"The character of Geribo is a great teacher who shows kids not only how a shelter operates, but also the importance of adoption, highlighting the difficult, but rewarding work the shelters do for homeless pets in each community," Eckard said. "I strongly believe that if communities rally around their homeless pet resources, we will see dramatic results in the reduction of animals passing through the shelters every year."

A portion of proceeds from *GERIBO, The Shelter Cat*, will benefit animal shelters across the country, as shelters may apply for their own discount code to receive a portion of net proceeds.

GERIBO, The Shelter Cat is Eckard's second children's book. Her first book, *Bentley and the Magic Sticks*, also about a beloved animal, was released in April. Eckard is currently working on a young adult series *The Gallant Series*, the gripping journey of a young girl and a foal who have a special bond.

Eckard is an animal lover and believes in volunteering to give back to her community — especially to the homeless animals that need to find their forever homes. She was a volunteer at The Humane Society of Yuma for several years and spent six years as a board member, eventually becoming board president. Eckard's own animals often inspire her writing, which blends reality and fiction to entertain, teach, enlighten, and share the joy animals bring to our lives. Eckard is an author, poet, songwriter, wife, mother, and grandmother. She lives in Arizona, splitting her time between her home in Yuma, Arizona and her ranch in the mountains of Prescott. Her life is full of four-legged family members — 3 dogs, 11 horses and a miniature mule!

Connect with Eckard on [Facebook](#) and [Instagram](#), and visit her website claireeckardauthor.com.

To set up an interview, reading, signing, or for information regarding *GERIBO, The Shelter Cat*, please contact Aly Bourque at aly@forewordpublicity.com or Lori Orlinsky at lori@forewordpublicity.com.

GERIBO, The Shelter Cat (ISBN: 978-1662810268) is published through Mill City Press and is available online with the following retailers: Amazon, Barnes & Noble.

About Foreword Publicity

Foreword Publicity is a full-service PR and marketing firm co-founded by multi-award winning, bestselling authors, Lori Orlinsky and Alysson Bourque. Foreword Publicity specializes in custom book PR campaigns with combined strategies in marketing, sales, and branding. Learn more at www.forewordpublicity.com

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