**Tip: Put a picture book on your coffee table!**

* **A picture book is a conversation starter.** Who can look at a picture book without wanting to open it!
* **Picture books make art affordable and touchable**. Seeing illustrations in a picture book is sometimes a child’s first experience with art. Looking at art in picture books can be a brain boost. Scientific evidence indicates that art has an impact on brain wave patterns and can have a positive effect on emotions.
* **Picture books handle difficult topics and thorny issues in a safe and accessible manner**. They expose readers to varied themes, and they provide a way to communicate with children as they read and ask questions.
* **Nonfiction picture books give readers an easy and enjoyable learning experience.** Complex subjects such as DNA or atoms or war are explained in ways that young readers can understand. Biographies give children an overview of a person’s life and may include interesting facts or little-known stories about the subject.
* **Picture books are for every age.** Jeopardy champion James Holzhauer told Book World’s Nora Krug that he used interesting children’s books to fill gaps in his knowledge, and that he learned more about animals by reading to his child than he had ever learned by studying.
* **Picture books bridge the generation gap.** The subjects are usually timely and relevant. Historical picture books can give the reader a glimpse into the past by showing the fashions of earlier eras or the ways things were done.