

## **Introducing Block Publishing and *The Rainbow Web***

Block Publishing is a new supplemental educational publisher. Our motto is "Building a foundation for learning one block at a time." Our mission is to produce outstanding materials for the K-8 market, especially in the area of science literacy. Science is a wonderful venue for engaging children in learning. It encourages curiosity and problem solving. It also encompasses all areas of the curriculum: math, reading, and history.

*The Rainbow Web*, first in our series, *Webs to Whales Nature Tales*, combines a beautifully illustrated picture book with an interactive CD-ROM. The book is a fantasy based on science and intended to capture a child's interest in spiders. In the story, a young spider dreams of having a rainbow-colored web, then discovers a way to spin one. He quickly learns why spider webs are transparent, but he also finds a way to keep a little bit of his dream. Even when our dreams don't turn out quite as we expect, it's important to hold on to dreams.

The interactive CD-ROM teaches the science behind the story. Fully narrated lessons compare the anatomy of a fly and a spider, and give descriptions of different types of webs and spiders. Full-color photos of actual spiders and insects give the child an incredibly detailed look at these amazing creatures. Check out the close-ups of a fly's compound eye and a spider's fangs! There is also a lesson introducing basic colors and color mixing, as well as a game in which the child matches colors and color words. Also included on the CD are 29 reproducible, supplemental activities in science, math, and reading that accompany the lessons. Lessons and activities have been correlated to both state and national education standards for kindergarten through second grade.

The next book in our series, *True Blue Friend*, is a tale about a young humpback whale whose curiosity gets him into trouble. The book with CD is scheduled for release in late summer.

*The Rainbow Web*, published in February, 2005, is available on our web site, [www.blockpub.com](http://www.blockpub.com), or by emailing [orders@bookmasters.com](mailto:orders@bookmasters.com). Orders can also be placed by calling 800-247-6553 or faxing 419-281-6883. The retail price for the book is \$19.95 plus shipping and handling.

For additional information about the book or the company, please contact Cheryl Block at Block Publishing. The mailing address is 1120 Forest Avenue, 306, Pacific Grove, California, 93950. Business phone is 831-648-1275 and business fax is 831-655-4830. An electronic version of the cover art and an author photo are available on request.