

The Kwanzaa Coloring Book Press Kit

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New World Press, Inc.

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Media Questions for Steven Thedford, Publisher of
The Kwanzaa Coloring Book

- **Why is New World Press publishing a coloring book about Kwanzaa?**
 - A. A majority of African-American parents surveyed wanted their kids to learn about the holiday.
 - B. Moreover, many believe that Kwanzaa can teach children about their African heritage.
 - C. Finally, African Americans indicated in a survey that a Kwanzaa coloring book is a good idea.
- **How can *The Kwanzaa Coloring Book* be used to celebrate Kwanzaa?**
 - A. During the week of Kwanzaa, children could color one page in the book and explain what they colored.
 - B. The coloring books can be given as presents to other children during the week.
 - C. The coloring book can be used to teach children about African-American culture any time of the year.
- **Why is *The Kwanzaa Coloring Book* important?**
 - A. *The Kwanzaa Coloring Book* is a rare instructional tool; there are only a few coloring books of this type on the market.
 - B. It allows African-American children to learn about Africa in the context in which they learn other subjects in school.
 - C. In addition, the coloring book teaches other children from different ethnic backgrounds about the holiday based on African traditions; there is no other holiday celebrated in America about the African continent.
- **When was Kwanzaa created?**
 - A. Kwanzaa was created in 1966 by Dr. Maulana Karenga, professor and chair of the Department of Black Studies at California State University in Long Beach, California.
 - B. Kwanzaa reflects its concern for cultural grounding in the thoughts and practices of Egypt and Nubia.
- **Can you celebrate Christmas and Kwanzaa?**
 - A. Yes.
 - B. Kwanzaa is a cultural holiday, celebrating the first fruits.
 - C. Also, Kwanzaa begins on December 26, the day after Christmas.

The Kwanzaa Coloring Book

by

Charles Karmau

For the millions of people who celebrate Kwanzaa, New World Press, Inc., has published a fanciful book that many parents will find helpful in teaching their children the principles and symbols of this African-American holiday. Illustrated by Rachel Mindrup and Rhonda Mathews, the coloring book portrays the principles in activities through childhood games. Afterwards, many of the symbols of the African American holiday are featured. More importantly, New World Press, Inc. has filled a void; in other words, most major bookstores do not stock coloring books that depict African Americans.

New World Press, Inc.'s other publication, *Inquiry Based Science Activities and Internet Lessons* by Steven C. Thedford, is a book filled with small labs that many teachers will find beneficial. In its new publication, *The Kwanzaa Coloring Book*, the New World Press, Inc. has returned to the theme of providing activities for children, but here the focus has been narrowed to the African-American holiday of Kwanzaa. This, however, has not in any way hampered its effectiveness. In fact, New World Press, Inc., has produced a quality product.

Publishers in the last twenty years have made enormous progress in providing literature for African-American children in the United States. Yet most major bookstores and department chains rarely carry coloring books that portray children of color. There are a few exceptions, but not many. *The Kwanzaa Coloring Book* could change this fact if major distributors adopt this book that provides positive and creative African-American imagery.

The coloring book is small but packed with images that those in the United States do not normally associate with African-American children. For example, Rachel Mindrup illustrates the first principle, umoja (unity), by depicting African-American children playing ring-around-the-rosy. You do not see these images in mainstream media. By throwing its hat into this medium, New World Press, Inc., has taken the holiday created by Dr. Maulana Karenga and provided a medium through which American children can develop positive images of African Americans.

Rhonda Mathews has illustrated several of the symbols of Kwanzaa in the coloring book. For instance, the kinara (the first symbol) resembles what many would recognize as the Jewish menorah. In addition, she has done an intricate drawing of the mkeka (a straw mat), on which Kwanzaa symbols are placed during the holiday. Other symbols include the zawadi (gifts), kikombi cha umoja (unity cup), vibunzi (ears of corn), and mishumaa saba (candles).

Finally, children spend much of their primary years coloring. With *The Kwanzaa Coloring Book*, they will not only be coloring, but learning about African principles. Furthermore, any child can pick up the coloring book and grasp the principles of Kwanzaa by coloring the pages. As children color in the book, they will learn about unity, self-determination, collective work and responsibility, cooperative economics, purpose,

creativity, and faith. As a result, children will be taught principles that they can use throughout their lives.

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Book Spec Sheet

***The Kwanzaa Coloring Book* by Steven C. Thedford.** Your children can celebrate Kwanzaa this year! Turn your kids on to the African-American holiday with *The Kwanzaa Coloring Book*. In a recent survey, parents gave *The Kwanzaa Coloring Book* a favorable rating. Moreover, they had a positive attitude toward Kwanzaa although many of them had not celebrated Kwanzaa. *The Kwanzaa Coloring Book* provides parents with a medium that will allow them to celebrate the holiday and start a tradition that will last for generations.

Title: *The Kwanzaa Coloring Book (Games & Puzzles)*

Author: Steven C. Thedford

ISBN: 978-0975973097

Available: December 2014

Retail Price: \$4.99

Illustrator: Rachel Mindrup

Website: www.kwanzaacoloringbook.com

Category: Children's Books

Trim Size: 8" x 11"

Binding: Saddle Stitched

Cover: 2 Colors, Gloss Film

Print Run: 500

Distributed by: New World Press, Inc.

CATALOG/RETAIL INFORMATION SHEET

TITLE: *The Kwanzaa Coloring Book(Games & Puzzles)*

AUTHOR: Steven C. Thedford

ILLUSTRATORS: Rachel Mindrup

SUGGESTED RETAIL PRICE: \$4.99

ISBN: 978-0975973097

PUBLISHER: New World Press, Inc.

BINDING: 8" x 11" **PAGES:**

32 pages

WEIGHT: 3.2 oz

SHIPPING INFORMATION: Ellenwood, GA

About the Author

Presently, I teach advanced placement computer science, physics, physical science, and advanced placement physics. The four classes I teach describe me as a teacher and a professional, able to do many things. For example, my teaching philosophy encompasses the belief that students experience the world of physics, chemistry, and biology in their daily lives. Thus, I incorporate cooperative learning, lectures, readings, multimedia, laboratory work, computers, writing, discussions, and teaching-led discovery into my teaching.

Brief Description of the Book

Delightful! Enriching! Enjoyable! *The Kwanzaa Coloring Book* introduces children to the African-American holiday of Kwanzaa. The coloring book is a rare publication; there are less than a handful of Kwanzaa coloring books in print. Moreover, it allows children to learn about African-American heritage.

DISCOUNT SCHEDULE:

<u>Quantity</u>	<u>Discount</u>	<u>Price Each</u>
25	10 %	\$ 4.49
50	15 %	\$ 4.24
100	25 %	\$ 3.74
200	35 %	\$ 3.24
500	40 %	\$ 2.99

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THE SEVEN PRINCIPLES OF KWANZAA

“Kwanzaa has seven principles that were created to help each person grow as individuals and build the African-American community.”

— Joyce Morrow-Jones

1. Umoja (oo-MOH-jah): Unity
Strive for unity in the family and community.
2. Kujichaguila (Koo-JEE-chah-goo-LEE-ah):
Selfdetermination
Define us, instead of letting others define our destiny.
3. Ujima (oo-JEE-mah): Collective Work and
Responsibility
Build and maintain our community.
4. Ujamaa (oo-jah-MAH): Cooperative Economics Develop
businesses and profit from them together.
5. Nia (Nee-ah): Purpose
Use your talents to strengthen your community.
6. Kuumba (koo-OOM-bah): Creativity
Leave our community better than how you found it.
7. Imani (ee-MAH-nee): Faith
Believe in the teachers, parents, and leaders in the
community.

About the Author

Steven Thedford began his writing career by winning a writing contest at Build Academy in Buffalo, New York for a book about an Easter egg in elementary school. His talents always amazed his fellow students. For instance, during the reading of a poem in a high school English class, he began a poem by saying, "I have the taste of the past in my mouth." But before he could continue, a fellow classmate hollered out, "You didn't write that."

With guidance from Dawn Scotland, a professor at Clark College, now Clark Atlanta University, Thedford polished his skills and won third place in a national essay contest honoring Dr. Martin Luther King, Jr., during his freshman year of college. He further used his abilities as a graduate student to write articles for a school newsletter. Moreover, during this time at North Carolina State University he published his own newsletter, *African Expressions*, a publication of poems.

After graduate school, Thedford taught math and physics at Mbeji Academy in Ngi'ya Kenya, East Africa, as a fellow of the International Foundation of Education and Self Help. The experience inspired him to enter the teaching field in which he has nurtured young minds at Kennedy Middle School in Charlotte, North Carolina, Redan High School in Stone Mountain, Georgia, and DeKalb Online Academy in Decatur, Georgia. Presently, Thedford teaches physics at Arabia Mountain High School in Lithonia, GA.

Thedford participated in a summer Teacher's Intern Program sponsored by the University of North Carolina at Charlotte's Department of Education, where he conducted research on Celgard® membranes (Hoechst-Celanese). He also worked in the corporate section and as a civilian for the armed services—namely, Xerox Corporation, the Naval Ocean System Center (NOSCS), Honeywell Corporation, the Naval Surface Warfare Center, the Centers for Disease Control, and the Georgia Institute of Technology.

In 2015 his fellow teachers at Dekab Online Academy selected him as the "Teacher of the Year." Students have nominated him for "Who's Who Among American High School Teachers" for five different years. In addition, Thedford has been a Tandy Technology School Scholar and a National Institute of Health Apprentice and was selected to participate in the NanoTeach Pilot Program and Georgia Industrial Fellowship for Teachers. Finally, the University of Georgia honored Thedford with the Teacher of Promise Award.

Using his experiences, Thedford published his first book i: *Inquiry Based Science Activities and Internet Lessons*. New World Press, Inc. published Thedford's second book, *The Kwanzaa Coloring Book* (Games and Puzzles), which introduces children to the principles and symbols of the African-American holiday of Kwanzaa. Moreover, New World Press, Inc., released Thedford's poetry book *Nobody Told Me It Was Like This*, "poetry you can understand."

Steven C. Thedford resides in Ellenwood, Georgia, with his daughters, Kennedy Isis, and Landyn Imani, and his wife, Yolanda Thedford.

The Top Ten Reasons to Buy *The Kwanzaa Coloring Book*

This coloring book will give your children something to do between Christmas and the resumption of school.

Your children can learn some words in Swahili.

This book teaches children the principles and symbols of Kwanzaa.

It is an inexpensive gift that can be given throughout the holidays.

The Kwanzaa Coloring Book may help improve the hand-eye coordination of your children, which can subsequently improve their handwriting.

African-American children are portrayed in a positive light.

You can practice ujamaa.

You can own a rare publication.

This book will help children develop a positive self-image.

Children will develop a respect for Africa.