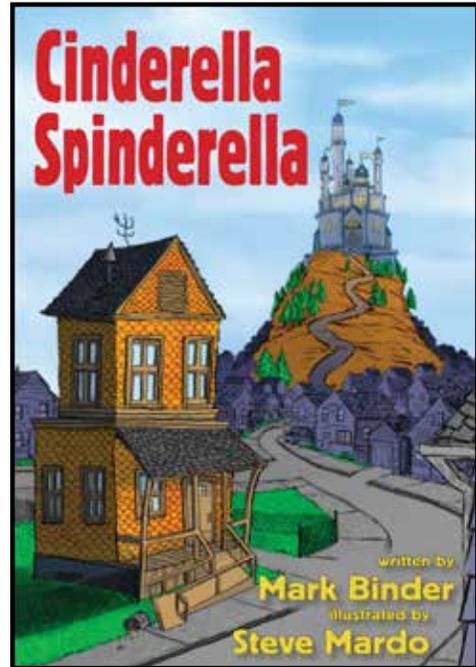


Light Publications Media Release



Which
Cinderella
will your child
choose?



New Illustrated eBook allows readers to pick what Cinderella and Prince Charming look like.

Several years ago, author Mark Binder was performing stories for a diverse audience of urban youth and parents in Boston and at a camp for children with disabilities. He wrote and **Cinderella Spinderella** as a way to bridge the groups.

“The book is about a young woman learning to own her identity,” Mark Binder said. “It’s a moving and fun reframing of the Cinderella myth.”

Cinderella Spinderella uses ebook technology allows each reader to customize the story so that his or her family can be reflected in the pictures. Is she Black, White, Asian, Hispanic, or from the Indian subcontinent? Children and parents can pick from 25 combinations.

This is Cinderella who helps children powerfully choose their identity!

“Rather than limiting ourselves to one or two printed versions,” said author Mark Binder, “we decided to use today’s technology to expand the possibilities.

One copy of **Cinderella Spinderella** features:

- 25 versions of the story with 5 Cinderellas and 5 Princes
- More than 300 illustrations (full color on color ereaders)
- Compatible on all ereaders—including greyscale [Kindle, iPad, Nook, Kobo, Android/Google Play]
- First eBook with eBook gift card option for Bookstores and Gift Shops.

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<http://lightpublications.com/cinderella/>

Cinderella Spinderella

ebook with 25 variations included

48 pages. Full Color

(eBook ISBN: 978-0-9824707-3-2)

Age Range: K-3rd Grade

Ebook available for

Kindle • iTunes • iBookstore • iPad
Barnes & Noble • Nook Kobo
Google Play • Droid • all ePub readers

Audio book available on

Audible • iTunes • Amazon • Google Play

Also available as eBook Gift Card

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Illustrations by Steve Mardo



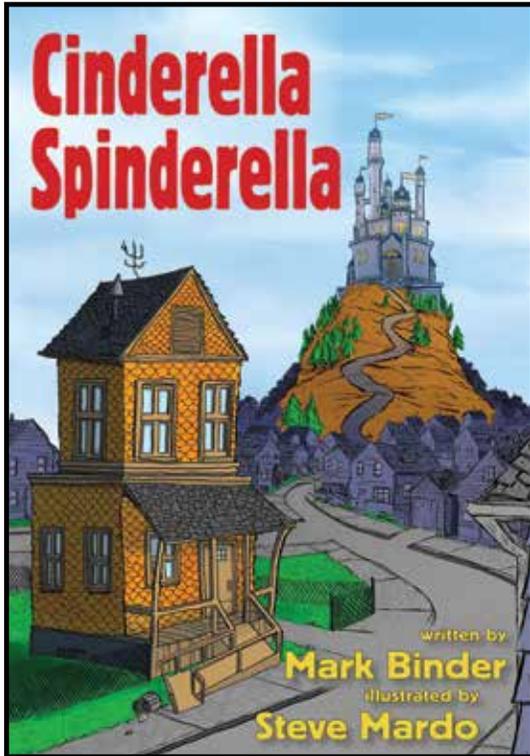
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Cinderella Spinderella is the first international illustrated ebook for families that uses today's technology to give a favorite story a modern message of empowerment.



“It doesn’t matter how you look.
It’s who you are that counts.”
—*F. Godmother*

Mark Binder (*author and producer*) is the author of the **Bed Time Story Book** series for young readers and parents and the humorous “autobiography” **It Ate My Sister**. As an author, he has woven writing with live spoken-word story performances for tens of thousands of readers and listeners around the world. His books and audio recordings have won national awards. Mark regularly tours and wows audiences of all ages.

Steve Mardo (*illustrator*) studied at the School of Visual Arts in New York and has BFA in illustration from MassArt. His work has been shown in galleries around New England. **Cinderella Spinderella** is his first book.

The classic story of Cinderella has been modernized and urbanized in this beautifully illustrated edition, written with delightful humor and a surprising twist.

Cinderella Spinderella uses ebook technology to allow readers to choose how Cinderella looks. Is she Black, White, Asian, Hispanic, or from the Indian subcontinent? You can pick.

Mark Binder’s **Cinderella Spinderella** began its life as a spoken-word story told to very different audiences—groups of inner city youngsters and their parents and campers with severe physical disabilities.

The ebook **Cinderella Spinderella**, connects with any reader, offering 25 different combinations, so that every youngster can see herself or himself reflected in the story.

This is Cinderella who powerfully chooses her identity!

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**Images from all five versions of
Cinderella Spinderella...**

“They made her do all the cooking, all the cleaning, all the washing, and even made her scrub the toilets.”

--Winter



“You can’t go. You’re nothing. You’re no one. You’re just the hired help. You’re just Cinderella!”

--Autumn

And in an instant, the black plastic garbage bag was transformed...into an absolutely fabulous designer ball gown.

--Spring



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For links to images: http://lightpublications.com/cinderella_images/

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The Prince had also seen the beautiful woman in the wheelchair, and he was captivated.

--Autumn Prince



Meanwhile, the Prince and Cinderella were having a wonderful time...

--Winter Prince, Monsoon Cinderella

She spun her chair around and quickly rolled out of the ballroom.

--Summer

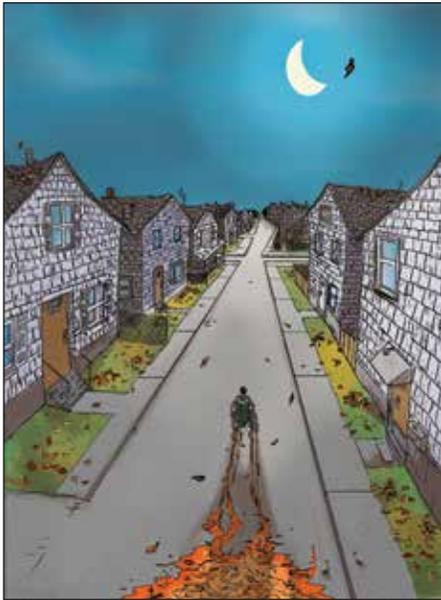


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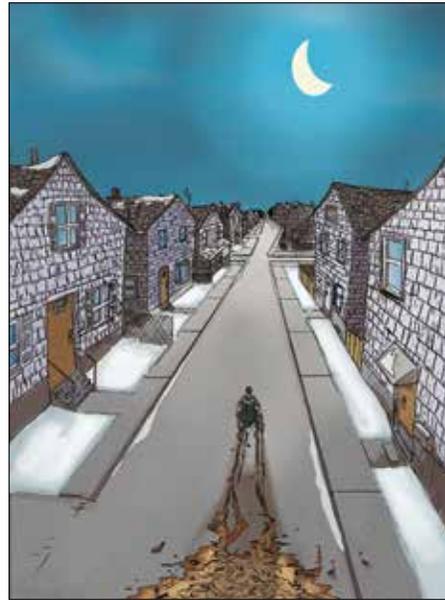
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The van was just around the corner when
the watch alarm struck midnight.



--Autumn



--Winter



--Summer

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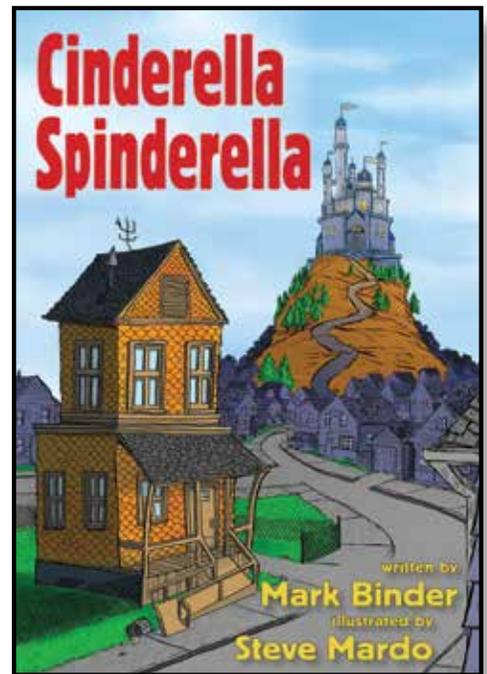
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Cinderella Spinderella Fact Sheet

Cinderella Spinderella is the first international illustrated ebook for families that uses today's technology to give a favorite story a modern message of empowerment.

- One story
- Five Seasons: Autumn, Winter, Spring, Summer and Monsoon
- Twenty-five Variations—five Cinderellas and five Princes
- More than 300 illustrations
- and two very wicked stepsisters!
- Designed for reading on any and all ebook readers—greyscale or full color
- For Kindle, Nook, Kobo, Google Play (Android) and iPad
- Audio Book available on iTunes, Amazon, Google Play
- Official Release Date, December 3, 2013
- Advance Release, September 1, 2013

Cinderella Spinderella is an illustrated ebook — not an app or a video game. It is a story for children and families to read and share together.



The text for each of the 25 illustrated variations remains the same, shifting slightly based on the season.

Each variation is approximately 40 pages long (depending on the font size selected by the reader). However, because there are 25 variations, the total number of pages in the ebook is more than 1,000!

In an era of bells and whistles and distractions, Cinderella Spinderella offers a blend of 21st century technology and the pleasurable fun of good old-fashioned reading.

Review Copies available upon request. Contact Stephen Brendan Stephen @lightpublications.com

Cover Image: http://lightpublications.com/wp-content/uploads/2013/07/cinderella_spinderella_cover.jpg

Interior images: http://lightpublications.com/cinderella_images/

Author headshot: http://markbinder.com/images/headshots/mark_binder_profile_by_jason_beaver_300dpi.jpg

Illustrator headshot: <http://lightpublications.com/wp-content/uploads/2013/06/steve-mardo-head-flip-300x249.jpg>

Audio Links: Google Play: http://bit.ly/cinderella_audio_play • Amazon: http://bit.ly/cinderella_audio_az • iTunes: http://bit.ly/cinderella_itunes

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Tag Notice: “Cinderella Spinderella” is available for all ereaders, including Kindle, Nook, Kobo, Android, and iPad/iBooks. Visit your ebook store or find it directly at: <http://lightpublications.com/cinderella>

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Cinderella Spinderella Timeline

Summer, 2004 — Boston and Newport

Author Mark Binder is telling stories with Read Boston to inner-city youngsters in the Dorchester, Roxbury and Jamaica Plain sections of Boston. He is also telling stories in Newport for campers at “Shake a Leg” (now called “Sail to Prevail”). As an author, his mission is to connect audiences with joy. To this end, he begins working on developing a story that will be a hit with both groups. He attempts “Jack and the Beanchair” and “Little Red Riding Chair.” Both are less than successful

Summer, 2005 — Newport and Boston

Mark hits on “Cinderella Spinderella” as the perfect story to connect the disabled young people in Newport and the urban young people in Boston. As the fairy godmother says, “You can’t dance in glass slippers, but a girl in a wheelchair can rock those shoes!”

2006-2012—Across the USA

Mark continues to write, tell and share stories. At schools, libraries, festivals and events, **Cinderella Spinderella** becomes one of his most popular stories. Because it is familiar, it engages listeners from the beginning. Mark’s version of the story continues to expand and grow. In February 2012, he presents the story to an audience of 300 inner city high school students—and realizes that it is ready to be written down.

Fall, 2012—Pawtucket

Mark Binder and Steve Mardo begin collaborating on the **Cinderella Spinderella** project. As Mark explains, “When I told the story, I never described what Cinderella looked like. I know that the Disney version of the story is embedded in our culture, but I wanted to change that. As a white guy telling the story, I know that nobody was seeing me as Cinderella, so my goal was to allow listeners to see themselves and their families. Because of the development in ebook technology, and Steve’s amazing work, we’re able to offer five different versions of Cinderella and five different princes, for a total of 25 possible versions of the book—all in the same ebook.”

Feb-March, 2013—Kickstarter Success!

From February through March 2013, Mark and Steve ran a successful Kickstarter campaign to help fund the development of the book and ebook. The crowd-sourced program raised more than 100% of the required funds. http://bit.ly/spinderella_kickstarter

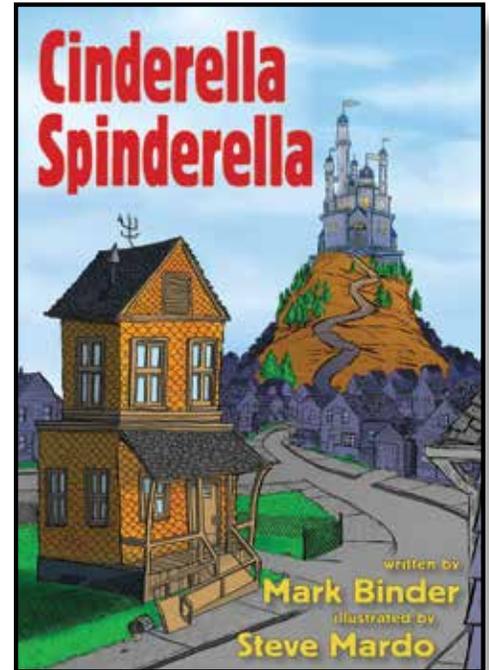
Spring, 2013—Various locations

Mark goes into the studio to record the audio book. Final edits on the text are completed. Steve is drawing like a madman, working on layouts and characters.

Summer, 2013— New England

Final adjustments of images, layout of ebook, etc. Advance sales promotion begins. Mark goes on summer reading tour to begin promoting book. Rhode Island State Council on the Arts awards Project Grant to Cinderella Spinderella.

December, 3, 2013—Worldwide Release!



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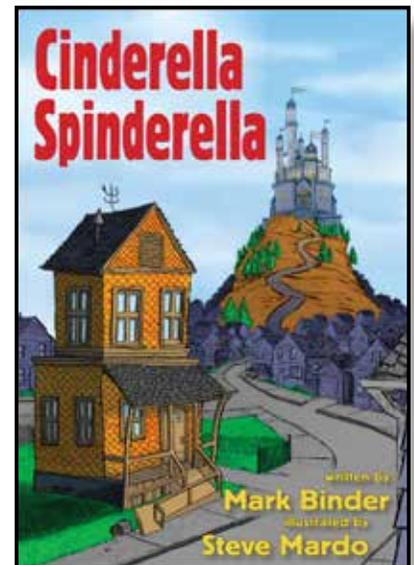


**Which
Cinderella
will your child
choose?**



The First Illustrated eBook that allows you to choose your Cinderella, pick your prince, and enjoy a new “spin” on the classic tale!

- Written by a vivacious author and spoken-word story performer
- Illustrated by a brilliant newcomer
- Designed to work on every ebook reader.
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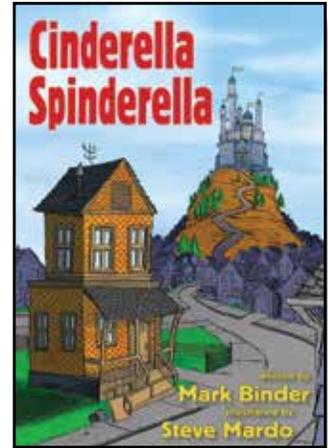
Cinderella Spinderella Awards, Mentions and Reviews



Digital Book Award Finalist!
and Digital Book World Gold Star for
Quality...Excellence... Design



Moonbeam Children's eBook Award
— Bronze winner



“Cinderella Spinderella is a marvelously told, beautifully illustrated book...”

—*The Onion*

“Cinderella Spinderella is a children’s book about self-identity.”

—*The Providence Journal*

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