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Trading the Playstation for preteen stories

Chicken Soup for the Soul gives tweens a reason to put down the console

COS COB, Conn. – With distractions like Facebook, text messages, and video games, one thing’s for certain in the world of preteens: books have a tough time competing. According to a recent study conducted by Tween & Teen Lifestyle Report, readership is down across the board among preteens, whether its magazines or books. As a result of the increasing tech entertainment options marketed to preteens, many parents are left wondering how they can engage their kids with books again. Fortunately, the answer may lie in preteens’ own voices.

Chicken Soup for the Soul: Preteens Talk (Chicken Soup for the Soul Publishing, LLC, 978-1935096009, July 2008, \$14.95) offers a compelling reason for preteens to unplug the console and pick up a book, with personal stories on a variety of relevant topics such as family, friendship, peer pressure and self-esteem issues. It is part of the new “101 Best Stories” series by the new publisher of Chicken Soup for the Soul books. With refreshed cover designs and interior layouts, books in the “101 Best Stories” series offer the Editor’s favorite tales and poems submitted in the 15-year history of Chicken Soup for the Soul®, reflecting the brand’s excitement and new energy on this memorable anniversary.

All sections in *Chicken Soup for the Soul: Preteens Talk* present easy-to-read, practical anecdotes on topics ranging from the popularity game to young love. “I was six years old when I experienced my first heartbreak,” writes Ashleigh Dumas, who made a gift for an older boy she had a crush on – only to have him laugh at it. “Forget about Matthew. He doesn’t deserve you!” assured her grandfather, restoring the pluck and self-assurance she needed.

As the “tween” demographic becomes increasingly defined by their wants and interests, it is easy to forget about their needs. Through stories and poems, *Chicken Soup for the Soul: Preteens Talks* reveals to young readers the problems and issues of kids just like them, and is designed to offer them support and encouragement as they navigate life’s new terrain. Through this new title from Chicken Soup for the Soul, young readers will not only have a reason to get excited about reading, but will hear from other preteens who have “been there, done that.”

Inside *Chicken Soup for the Soul: Preteens Talk*, you’ll also read about:

- How heavyweight boxing champ Lennox Lewis channeled his youthful angst into a career
- Why Jennifer Stevens always brings M&Ms with her to a funeral
- How Andrea Adair accidentally burped during her first kiss
- How Nikki Yargar overcame a dangerous eating disorder

Chicken Soup for the Soul: Preteens Talk (Jack Canfield, Mark Victor Hansen, Carol McAdoo Rehme and Patricia Cena Evans) released July 2008. Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold over 112 million copies, with titles translated into over 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world’s premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

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To request a review copy or excerpt of *Chicken Soup for the Soul: Preteens Talk*, please contact Rusty Shelton at (512) 785-4469 or rusty@sheltoninteractive.com.