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PRESS RELEASE

For Immediate Release

**Rock House Press Launches THE PURPLES ARE COMING! to
Worldwide Catholic Family Audience of 1.13 Billion**

**Company Receives Catholic Church's Official Imprimatur, Launches New US\$17.99
Children's Picture Book, Free Teachers' Resources, Free Activities and Free
Shipping**

La Jolla, CA – October 20, 2009 – This week, Rock House Press, announced its entrance into the worldwide children's book market with the release of its US\$17.99 Catholic children's picture book, **THE PURPLES ARE COMING!** in English, Spanish, and German editions (French, Italian, Polish, and Portuguese are said to be "in the works"). In order to get **THE PURPLES ARE COMING!** into the hands of the masses in time for Christmas, the company is featuring a sneak peek and a 3-minute HD Flash video for a preview of the book. There are free on-line teachers' resources along with a variety of fun activities on its new www.rockhousepress.com website for customers to download after making their book purchase. Books are available online through the company's website and will be available through Amazon.com and local booksellers middle of December.

THE PURPLES ARE COMING! is a delightful, faith-based children's book that everyone can enjoy. The first of the multi-volume HAPPINESS MARCH ADVENTURE SERIES brings readers into the world of Catholic faith and virtues through an imaginative story that tickles the funny bone and warms the heart. By introducing beautifully illustrated books featuring child-like animal characters with generous and joyful spirits, along with poetic narratives, and whimsical illustrations that all work together to convey deeper theological meanings that both entertain and stimulate discussion, little ones are encouraged to begin to think beyond themselves, learning important lessons about how to bring their faith into their everyday lives. The books are 10.25" square and come in a durable, dust-jacketed hardcover format with sewn pages and reinforced bindings that are designed to last for generations. An ideal gift for any occasion, the book can be purchased directly on-line from the company's website and save on shipping costs or, booksellers can phone orders directly to the company at 858-229-5729.

"We will continue to develop THE HAPPINESS MARCH ADVENTURE SERIES line by developing new stories, instructional aids, electronic games and interactive media offered at affordable prices so people of all ages can experience the joy and mirth of reading these stories and growing in their faith," said Rock House Press CEO, Ilow Roque. The book has broad market appeal from children to adults. Targeted at children's book buyers (Parents, Grandparents, Teachers, and Librarians), **THE PURPLES ARE COMING!** is appropriate for children 9 years old and younger, as well as older children and adults interested in the book's humor, artistry and theological content.

<<MORE>>



Rock House Press Launches THE PURPLES ARE COMING! 2nd page

Customers are encouraged to make use of the free downloads with their book purchase, featuring a number of useful teachers' resources and several activities pages including word games and a variety of images taken from **THE PURPLES ARE COMING!** for children to use as downloadable coloring pages. For a limited time, purchasers of the First Edition will receive FREE SHIPPING!

In the months to come, the Rock House Press website will offer interactive games that help children learn the Catholic virtues and see how they're incorporated into the stories of THE HAPPINESS MARCH ADVENTURE SERIES.

A Leader in Catholic Children's Content

Rock House Press children's books are creative, inspiring, and soulful. These beautifully illustrated books are written to help children understand Catholic faith and virtues and bring that understanding into their everyday lives. Unlike some children's books that often contribute to the materialism, consumerism and lack of religion in our young, Rock House Press readers and their families are inspired to "seek the heights" through books that are based on sound Catholic doctrine, spirituality and human formation. All Rock House Press books carry the Church's official imprimatur, signifying the company's leadership and commitment to quality.

About Rock House Press

Based in La Jolla, California, Rock House Press is a publisher of Catholic children's books, electronic media and interactive learning materials that enable young readers and their families to live the Catholic faith to the fullest. With the debut of **THE PURPLES ARE COMING!**, the first volume in the HAPPINESS MARCH ADVENTURE SERIES, Rock House Press has dedicated itself to evangelizing children and young families, delivering high quality products that promote Catholic faith, prayer, and virtues through imaginative children's literature that is both entertaining and theologically substantive. With its books translated into the seven principal languages of the major Roman Catholic countries of the world, Rock House Press is establishing itself as one of the world's premier sources of quality Catholic children's content. All appropriate permissions (nihil obstat and imprimatur) are secured before any books are published under the Rock House Press imprint. **THE PURPLES ARE COMING!** may be purchased through www.rockhousepress.com for \$17.99. Check out **THE PURPLES ARE COMING!** YouTube™ or HD Vimeo™ video for a preview or view the sample pages on the "What's New" section of the website.
URL: www.rockhousepress.com

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