



PRESS RELEASE

For immediate release

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Island schools and nurseries snap up free offer of handwashing book from Isle of Wight bookshop

More than fifty schools and nurseries on the Island have taken up an offer by Medina Books and Publishing in Cowes to receive a free copy of their book about the importance of handwashing to get rid of germs.

A Germs Journey was written as part of a public health initiative being run by specialists at the School of Pharmacy, De Montfort University (DMU). The idea for *A Germ's Journey* came about when microbiologist, Dr. Katie Laird was trying to teach her young son about germs and hand-washing and realised that there were very little educational resources available for teaching young children about this topic. Katie then discussed this idea with Education innovation Professor, Sarah Younie. The two worked together alongside a multidisciplinary team of experts from a range of areas including microbiology, education, art and design, and technology to develop unique interactive learning resources for young children. Medina Publishing worked with DMU specialists and took on publishing the title.

Krissy Lloyd of Medina Books and Publishing says,

'We know that washing our hands is one of the most important things we all can do to help combat the spread of the Corona virus, but sometimes it can be hard to get the message across to young children. This book helps them to understand it in a simple and fun way.'

As an Island-based business we wanted to do something to help our community. We felt by giving copies of the book free to schools and nurseries that are still open and supporting the children of key workers, would be a great way to do this.

We initially put a post out on Facebook on Sunday about the free offer and were overwhelmed by the interest from local organisations. We currently have 100 copies in total in the shop to give away on the Island, the first 50 of which will be



posted out in the next few days. We are grateful to Du Montford University for covering the cost of postage.

Working with Katie at De Montfort, we had hoped to expand the offer across the country but our warehouse in London has now closed due to the lockdown. However we are looking at creating an updated electronic version which will specifically cover Covid-19'

After the publication of the book, DMU carried out an outreach project and, working with them, Medina published and distributed culturally relevant editions for The State Gujarat, India in Gujarati as well as a special edition for Sierra Leone. The Gujarat language edition has been part of a DMU study in India and researchers report a dramatic improvement in the hand washing habits of the children in the area who had access to the book.

As well as the book, the team at De Montfort have developed a website which has lots of useful resources and downloads aimed at children of all ages that can be accessed for free by teachers and parents - www.germsjourney.com.

Medina is urging any schools, preschools or nurseries that have not already been in touch to contact them so they can be posted a copy. They should contact krissy@medinapublishing.com

ENDS

CONTACT

Medina Books and Publishing

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Web: www.medinabookshop.com

Facebook: www.facebook.com/medinabooksio

Instagram: @medinabooksio

A Germs Journey

Facebook: www.facebook.com/AGermsJourney

Twitter: @germsjourney (www.twitter.com/germsjourney)

Instagram: @germsjourney

Youtube: A Germ's Journey



NOTES TO EDITORS

Medina Publishing is an independent publishing company with a broad range of titles for adults and children. Our mission is to educate and entertain; to foster cultural understanding, particularly between the West and the Islamic world, and to encourage respect for our planet and its inhabitants. From its foundation in 2009, Medina Publishing has established a reputation for high quality books on the Arabian Peninsula. More recently, Medina Publishing has branched out into more diverse areas such as biography and memoirs, animals and humour, and books relating to the Isle of Wight.

Medina Books is a new venture for Medina Publishing, which opened in August 2019. This small, friendly bookshop on Cowes High Street open in August 2019 and specialises in literary works related to the Island, as well as stocking bestsellers, maritime books and a children's corner.