



Mrs. P FACT SHEET AT A GLANCE

Corporate Info

Mrs P Enterprises, LLC

Contact: mrspstorytime@gmail.com

Founded 2008

Website www.MrsP.com

Company Profile

Mrs. P Enterprises, LLC was founded in 2008 by Hollywood team Clay Graham, Kathy Kinney and Dana Plautz. After having built successful careers in television and New Media, the three creators of MrsP.com were brought together by a love of reading and a desire to help spark that same passion in young people everywhere. The company endeavors to expose young people to great books and stories through a celebrity storyteller and to spark their imaginations and creativity with on-line games and writing contests. Its production offices are located in Portland, Oregon and Los Angeles, California.

About MrsP.com

MrsP.com is an innovative entertainment website celebrating books and reading. The site features classic fairy tales read by Mrs. P from her "Magic Library," and offers multi-layered humor that, like the popular movie, "Shrek," has something for all ages. New stories are added monthly and the site has no advertising or subscription fees. The site was launched November 10, 2008



Mrs. P Content Partnerships

Mrs. P licenses her content to a variety of digital platforms. Mrs. P titles can be found at Audible Books, Tales2Go, and Kidobi's online stores. Mrs. P has her own book aisle at Powell's Books (the largest independent bookseller). Her book can also be found on Amazon.

Mrs. P in the News

Praised by the *LA Times* as "a welcome departure from almost any other video entertainment available to kids". Featured on TV and radio stations across America including a special on the CBS Early Show and Better T.V. in over 50 markets.



Endorsements

MrsP.com is endorsed by leading national literacy organizations, including Everybody Wins! USA, and the Association of American Publishers where she even has her own "Get Caught Reading poster". Selected by the Boston Globe "Surfing the Net with Kids: Best of 2009"

Mrs. P in the Community

Mrs. P was named an honorary board member of Everybody Wins! USA. Reading appearances across the county at: Powell's Books, Multnomah County Library, Providence Center for Medically Fragile Children, KidFest NW, LA Times Festival of Books, Central Wisconsin Reading Council, & schools across the country.

AWARDS





Why Partner with Mrs. P? because she's got a an extending branding reach.

Association with a Trusted Award Winning Brand: MrsP.com is an award winning website for children. It is the recipient of both the National Parenting Center 2009 Seal of Approval and the American Library Associations Great Site for Kids. Launched in November of 2008, the company endeavors to expose young people to great books and stories through a celebrity storyteller and to spark their imaginations and creativity with on-line games and writing contests.

Educational Outreach: MrsP.com has a very large audience with schools and teachers. TeachersFirst.com that provides classroom resources for teachers endorses the site and Mrs. P is part of their teacher toolbox. Additionally, it has been recognized for educational excellence by "Surfing the Net with Kids" which shares educational website recommendations by nationally syndicated newspaper columnist Barbara J. Feldman. MrsP.com was featured as "the best of 2009" and won their award for educational excellence. MrsP.com has a partnership with The Professor Garfield Foundation one of the top 25 websites for teachers and learning on the Internet for grades K-8 in the US, started by Garfield the Cat creator Jim Davis. She her very own portal on this award winning site that reaches over 10 million children a month and is integrated into many school districts including N.Y. and California. Her site is also extremely popular with the home school market. ESL teachers also promote the site because the special "show me the word" option to help readers if needed.

Literacy Partnerships: The MrsP.com reach extends strongly within the literacy community. The Association of American Publishers selected Mrs. P as their newest celebrity to the well known "get caught reading" campaign with her own poster and video about "why libraries matter" featured on their website. She is regularly featured in their newsletter that reaches over 25,000 librarians. Additionally, she is an honorary board member of national reading organization Everybody Wins, USA! She makes visits to schools through their "power reading" program and is a regular guest blogger on their website. Her contest winners are released during the NEA's Read Across America Week, with a press release and promotion of the stories at the children's schools including a special assembly to honor the student. Mrs. P also partners with Powell's Book, the largest independent bookstore in the country, with her own book aisle on their site and cross promotions on the annual writing contest. Mrs. P has also appeared on the Target Children's stage at the LA Book Fair and Wordstock. She was also the keynote speaker at the Orange County Reading Association annual event for 500 teachers and reading specialist.

Blogger Community and Social Networking Connections: Mrs. P is regularly interviewed on popular parenting and literacy blogs as well as podcasts. She is also frequently asked to guest blog with tips on reading and writing. She has been featured on TheCelebrityCafe.com one of the top 4K sites in the US, MomitForward, MommyPerks, KidPerks, Teaching Tiny Tots, and the list goes on and on. She also has a loyal twitter, Facebook and YouTube following.

Celebrity Fire Power: Mrs. P stars actress Kathy Kinney, (best known as "Mimi" on The Drew Carey Show). Kathy is still very active in show business. She currently appears on the popular show "The Secret Life of the American Teenager" and in April 2011 began appearing on the new "Drew Carey's Improv-A-Ganza". Recently she co-wrote the popular book, "Queen of Your Own Life", which was recently featured on Oprah.com. Kathy has made appearances on the CBS Early Show, The Craig Ferguson show, Better T.V., as well as news and radio stations across the country to promote Mrs. P.

Mrs. P's Annual Be-a-Famous Writer Contest: Each fall the website hosts an annual writing contest with sponsors and cross promotions to people who love books and teachers who encourage writing, spread Mrs. P's work into the right channels for her brand audience.

Teaming with best selling authors and writers: Mrs. P has garnered the support of some of the best writers in the country to be judges for her annual writing contest. To date the following have partnered with Mrs. P on her contest. #1 best-selling author Meg Cabot ("The Princess Diaries"); Jim Davis, creator of Garfield, the most popular cartoon strip in the world; and Danny Kallis, creator of the Disney Channel's "The Suite Life of Zack and Cody" and "The Suite Life on Deck," television's top-rated shows for kids, Dave Barry, Pulitzer Prize-winning humorist and author of dozens of bestselling books of fiction and non-fiction; Craig Ferguson, host of the CBS Late Late Show and author of the acclaimed novel, *Between the Bridge and the River*; Andre Bormanis, writer and producer of the popular fantasy series, *Legend of the Seeker* and author of *Star Trek: Science Logs*; Diana Leszczynski, author of the novel, *Fern Verdant and the Silver Rose*, recently selected as a Smithsonian Notable Children's Book and currently being developed as a motion picture; Bonny Becker, best-selling author of the *Mouse and Bear* picture books; David L. Ulin, literary editor of the *Los Angeles Times*; and Renée Watson, author of the acclaimed novel *A Place Where Hurricanes Happen*; and Mrs. P herself.

Distribution Channels: Mrs. P's content is all shot on HD and the digital assets can be easily re-configured for a variety of platforms. She also has her own "interactive storybook" in a print version to read along with the free website. She has current distribution deals for her content with the following outlets:

- Audible Books (audio books)
- Amazon (audio books and printed book)
- Tales2Go (Smart Phone apps for audio stories) - this collaboration also includes promotion in their monthly newsletter to 8000 moms.
- Kidobi (created by Toronto based Henning Software)
- Powell's Book (Published book)