



## Mrs. P FACT SHEET

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### Corporate Info

Mrs P Enterprises, LLC

Contact: [Dana@MrsP.com](mailto:Dana@MrsP.com)

Founded 2008

Website [www.MrsP.com](http://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 under the “Mrs. P Presents” banner in the iTunes TV store, at Audible Books, and the kidthing and Kidos online stores. Mrs. P has her own book aisle at Powell’s Books (the largest independent bookseller), they also sponsor the Mrs. P “Be a Famous Writer” annual contest.

### 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.



### 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, public schools in L.A. and N.Y. with more happening all the time.

### AWARDS

