



**Books for Brats™ Marks 5 Years
Helping Children Cope With Deployment
Pioneer of Children's Books for Military Brats**

December 27, 2006, New York, NY – **Books for Brats™** creator, author and illustrator, Michelle Ferguson-Cohen, is marking the Five Year Anniversary of Books for Brats™. Books for Brats™ is the first series of books specifically published for military brats and include the **You're My Hero!** children's picture book titles. **Daddy, You're My Hero!** and **Mommy, You're My Hero!** were the first commercially published children's picture book titles that addressed military deployment of a parent, featured a military brat as a character and presented a mother as a soldier.

Now touted by the press as “**Dr. Seuss for Military Brats,**” Ferguson-Cohen's Little Redhaired Girl Publishing first published the titles in 2002. They have since made fans of military children and their families around the world. Educators and childcare professionals were early fans of the books and brought them into classrooms and libraries. Now in their 3rd Edition, the books have become a standard in classrooms and libraries.

The author was inspired by her own experience as a military brat who coped with the numerous deployments of her father, a career Army officer, including two tours of Vietnam. As an author and expert, she has now become an advocate for military brats.

“It was my dream to see a book that represented my experience as a military brat on the bookshelves,” says Ferguson-Cohen. “I was that kid coping with deployment and it's been an emotional experience connecting with my readers. As a writer, I can't imagine anything more rewarding. As a publisher, it's exciting to see how many mainstream publishers have followed suit in the last 5 years”

Mission & Message

Pride and Community - The primary message and mission of the **You're My Hero!** titles is one of “Pride”. Especially for a young child, self-esteem is directly tied to family and community. The **You're My Hero!** titles promote a message of pride in parents, community and self. While military brats don't belong to a geographical community, Books for Brats™ reminds children that we are members of a proud community of service with a shared experience. Since the author is a military brat and speaks from the community, that further reinforces the message of pride to the reader. The author also pioneered the linguistic reclamation of the word “brat” to title the series and its use in the commercial realm.

Communication and Connection - The books provide simple coping mechanisms for children emphasizing communication and connection with parents. Parents and educators also find the verses helpful for providing language to help young children express their concerns and questions.

Mainstreaming the Military Family - Ferguson-Cohen's created material that would appeal to all children. Despite pressure to distribute the books through the government, she committed to and introduce their military family neighbors discouraging an isolationist approach. The books have been used in the classrooms as material to promote tolerance and understanding amongst peers. Despite pressure to distribute the book through the government, a mission to distribute to commercial and civilian outlets ensured that there would be books that represent a military family's experience available in every store and classroom. Books for Brats™ were amongst the first to recognize and service the “suddenly military” families of the National Guard and Reserves.

Five Years & The Future

Since publishing the books, the author has read for children of deployed units around the country, donated books to Family Readiness Groups and the impacted Gulf State libraries. The *You're My Hero!* books are used by Operation Military Kids as part of their “Hero Packs” and Military Child Education Coalition as part of a package to help train educators to help their students who are coping with deployment.

Books for Brats™ series for children of parents in military and public service brought to you by Little Redhaired Girl Publishing. **Books for Brats™** titles are available online www.booksforbrats.com and through retail stores nationwide and online.

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For more information, please contact:

Little Redhaired Girl Publishing, Inc.
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With war looming children's book aids military families dealing with deployment
"Daddy, you're my hero!" and "Mommy, you're my hero!"
Encourage compassion and support for children of military personnel

March 6, 2003, Brooklyn, NY – Around the world, children of military personnel are being confronted with the difficulties of having a parent deployed in the service of our country. Children's book author, Michelle Ferguson-Cohen, has written, "Daddy, You're My Hero!" and "Mommy, You're My Hero!" to help military and reservist's families speak with children about deployment.

Everyday, whether or not we are at war or involved in a military action, soldiers are deployed to service leaving their families behind. According to the Military Times, the military community is 3.3 million strong. This "military city's" demographics rank between New York and Los Angeles in terms of income and population. These numbers do not reflect the huge numbers of reservists who can now count themselves among this population.

The books address the issues of separation in a simple manner to assure and comfort small children and, suggest tips to deal with feelings of helplessness from a child's perspective.

"Sometimes in the throes of politics, policies and opinions about war, people forget about the children," says Ferguson-Cohen. "This book is a tribute to these families who can't forget. This much-ignored community, who need and deserve our compassion and support."

Military children are often vulnerable targets for those who oppose military activities. Ferguson-Cohen, the daughter of a Vietnam veteran, hopes the books will help educate the civilian community and act as a counterbalance to these incidents, which range from insensitivity to verbal and physical abuse.

"Education is always the first step toward compassion," says Ferguson-Cohen. "In America we have learned to live together through tolerance. Especially as adults, there is much we can do to avoid putting the weight of war on children."

Ferguson-Cohen is the daughter of a retired Army General who served two tours in Vietnam, as well as the granddaughter of a soldier killed in action during WWII.

The two titles are the first in the Books for Brats series for children of parents in military and public service brought to you by Little Red Haired Girl Publishing. As a service to the military and reserve communities, a multimedia version of the book is available online free of charge to facilitate immediate need and is also available for sale in paperback version at www.booksforbrats.net.

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What our readers say about ***Daddy, You're My Hero & Mommy, You're My Hero!***

- Reading this brought tears to my eyes. My oldest is 3 so he hasn't quite understood the deployments but one day soon he will and that I know will brake our hearts. I think this book is truly wonderful. It is right to the point and easy for children to understand. -- [private email](#)
- I just finished reading your book, "Daddy, You're My Hero!". Though it is geared towards children, I got a knot in my stomach. I grew up an Army brat myself and my family history is deeply rooted with the military. My grandfather served in WWI. My father served in WWII, Korea, and Vietnam (career Army). I myself served active Army during Panama and Desert Storm and am now in the Air Force Reserves. Not only am I in the Reserves, but my ex-wife re-married to an active Army sergeant who is now in Iraq whom my son and daughter are very attached to. My daughter is old enough to understand the sacrifices involved with being part of a military family. But for my son, all he sees through his little eyes are two men he loves very much in green uniforms carrying large bags and heading out the door, leaving him with a scary dark feeling in his heart that he cannot understand and questions that no one can seem to answer. With your book, maybe I can help to show him what it means to be in uniform. In today's world, our military faces more deployments than ever before that place them in harms way on a daily basis. More often then not, it's the children of our men and women in uniform that are left behind feeling scared and confused. Thank you for writing such a wonderful book for our service member's children. As an Army brat and one in uniform, I salute you. - Gratefully, [Matthew C. Royal](#)
- Thank you so much for your book. I am with the ways and means committee for the Officer Spouses Club for Ft. Stewart, GA. I bought your books for our club and it has bought many of our members to tears. As our soldiers get ready to go back to Iraq, this book is bringing many of our spouses and their children comfort in a time when there is so much tension and stress. We hope to purchase more of your books in the future. - Thank you, [Karen Benitez](#)
- "Thank you for your wonderful book. As my husband deploys, and leaves our six year-old twins and myself behind, we need all the help we can get. And the book will help my children understand what happens around deployment time and what they can do while he is gone." -- [Renee](#)
- What a wonderful book! As we wait to see what is going to happen next and worry whether my husband will be mobilized, this book made me cry a little. But it is nice to know it's here if I need to share it with my 4 yr old. (private email)
- I have been looking for a long time to try and find a book for my two children to help them understand why and what all is going on now that daddy isn't home. -- [private email](#)
- That book was beautiful. Thanks so much writing a book that would help our children share their feelings about what they are experiencing when their dad (or mom) leaves. Sometimes as adults we forget what they might be feeling or the questions they have. This book makes a great leadway into those conversations. -- [private email](#)
- As soon as I saw the first page, I had to stop for a while. I had to look at it the first time by myself, to avoid allowing my son seeing the tears. My father was a career military man during my childhood, too. I lived the same things as you, saying goodbye, not quite understanding why. The vague understanding that he was doing something dangerous and important was both comforting and disturbing to my young heart. You have very eloquently said so much that many have felt.-- [private email](#)
- This book is so well written. I can't get thru it without crying. My son is 5 years old and his daddy had orders to deploy. I can't get thru the whole 12 pages without crying. For small children with parents in the military this book will help them understand the long seperations a bit better.—[Derek Giardina](#)
- I wish we'd had copies at home for my wife to read to the kids during my previous deployments (twice to Operation Enduring Freedom already), but there is no doubt that your book will come in handy the next time my country asks me to step out the door to war. So, where can I get a copy (either hard cover or soft cover???) I personally appreciate what you've done to make life easier for my kids. Your efforts in comforting military dependents prove you to be a loving person and a true patriot.-- [private email](#)
- I cried reading this. I am a daughter of a Marine and am now the wife of one as well. I know all to well what it is like to be a "brat." I would love to get a copy of this book. I help teach a military spouse class and this would be just an awesome resource to help the children understand it is not their fault. -- [private email](#)
- Can't get enough! My husband has been deployed now for 1 month and I bought this book to read with my 11 month old. Obviously she doesn't understand why her Daddy is gone, but she can't get enough of this book. I have it memorized because she insists on reading several times a day. I guess it is the illustrations or recognizing the words Mommy and Daddy throughout the story. Whatever it is, we have gotten our monies worth!! -- [Stacy L. Tucker, Mississippi](#)
- Love It! I bought this book for my daughter and she loves it! She wants me to read it all the time now that her Daddy is overseas. A great book! -- [S. Perez,](#)
- My daughter and I loved this book! Her daddy is in Iraq, and books like this really help reinforce to her that daddy will be coming home, how important daddy's mission is, and why he has to be away from us. It helped let her know she is not the only one going through this. This one is excellent! -- [T. Frainer, Illinois](#)
- It's great to see so many books coming out for military kids. It's even better to see one written by someone like Michelle Ferguson-Cohen, who is so passionate about her mission to help military kids and create awareness in the civilian community. Not only is this a great book to get for your military child, this is a great person behind the book. I recently came across her site at www.booksforbrats.net. Check it out and you'll see how involved she is with the kids! I felt even better about the book after getting to know the author better through this site. --[Harriet Plank, Camp LeJeune, NC](#)
- When my husband activated as a National Guard member for a long term deployment overseas, it was harder to explain to my 2 and 4 yr old. Since we live no where near a military base, the deployment and military life was an unknown concept to them, past the fact that it is hard to explain to young children. I purchased the book before he left, and he read it to them. Afterward he had go it was something that they could relate to for this time of our life, with even my older two children getting reassurance as they read and reread it to my younger two. After he returns, I plan to put it in their memory box as something that really helped them to identify with this event in our life. Wonderful book for preschool age children. -- [L Wulf](#)
- This book brought tears to my eyes. It has been difficult to explain to my 3 year old where Daddy is going and this helps us both. Since Daddy has gone, he carries the book everywhere. Bless You. -- [private email](#)



Special Packaging & Usage
***Daddy, You're My Hero! & Mommy, You're My Hero!* Boardbooks**

- Military Child Education Coalition Training Packages for Educators
- 4-H Operation Military Kids Hero Packs
- Spinoza Bear- Therapeutic Toy – Military Package
- Military Family Books.com – Army Toddler Kit
- Association of the United States Army – Recommended Resource for Deployment

Recommended Reading

"I am an active duty Navy child psychiatrist and father of six. I loved your books. They will be helpful in my work with families of deployed parents, if not for my own family should I get orders. Thanks so much!"-- **Joseph B. Clem, MD US Navy**

"I have been and Elementary/Middle School Counselor for 18 years with DoDDs. I am currently working in a K-6 school that has a very high percentage of parents deployed at this time. I think your books are excellent, timely and pertinent to our situation."-- **Susan**

- National Association for Educating Young Children
- National Military Family Association
- Recommended by the American Press Institute
- US Army Family and Morale, Welfare and Recreation Command Child & Youth Services
- Association of the United States Army
- United Through Reading
- DOD Dependent Elementary and Secondary Schools Sources for Parents to Explain War
- Army Community Services
- Army Child Services
- 4-H Operation Military Kids
- Testimony to the US Senate by COL Elisabeth Stafford, MD, FAAP, FSAM - Resources for Youth Serving Professionals Caring for Children and Adolescents with Deployed Military Parents
- Mental Health Resources for Operation Iraqi Freedom/Operation Enduring Freedom Veterans and Their Families - Compiled by Michelle D. Sherman, Ph.D.
- AOL School – Stories for Primary School Children
- San Antonio Military Pediatric Center
- Pediatric Psychology- Gyro Psychology Services
- Coping with Terrorism and War– Leslie Packer PhD
- School Library Journal
- Military Homeschoolers
- Life Transformed
- Ft. Bragg FRG
- Pennsylvania Dept. of Military and Veterans Affairs
- Missouri National Guard
- Iraq War Veterans. Org
- TCK International
- Operation Soldier Support
- Spouse Buzz
- Commander In Chief House.com
- Georgetown University; Resources for Youth Serving Professionals Caring for Children & Adolescents with Deployed Military Parents
- Summer Reading Program Rita Army Child Services New Family Support Program



Press Quotes:

Because of our policy to make books available to those who need it first, we did not send review copies of our books to press. Still, we received press coverage and reviews based on purchased books and copies donated to worthy organizations..

"As a proud Army brat whose father served two tours in Vietnam, she (Ferguson-Cohen) knew what it was like to worry about a parent fighting in a far-off land." [Colorado Springs Gazette](#)

"Her newfound adoration combined with the lack of books explaining deployments to military "brats" drove [Michelle Ferguson-Cohen] to write, illustrate and publish--all with her own money."--"Daddy, You're My Hero" and "Mommy, You're My Hero." [Chicago Tribune](#)

"Dr. Seuss for Military Brats." [The Washington Times](#)

"Reading the stories can help adults speak with their children about the deployment and war itself and about taking pride in their parent's commitment to serving our country." [Walla Walla Union Bulletin](#)

"HOT LIST: Stuff We're Into. These books have helped hundreds and thousands of readers and are recommended by educators, parents and esteemed members of the press." [Military.com](#)

"a good way of encouraging discussion about and pride in the military parent's service." [Fox News](#)

"(books) reassure and instill a sense of pride in the children of military parents." [Today's Officer](#)

"excellent tools for parents 'left-behind' comforting and helping their children find ways to make deployment seem less frightening." [At Ease Magazine for Military Families](#)

"Help kids today cope with separation from parent" [U Magazine](#) [USAA Members Magazine](#)

"Cohen's books explain, in simple language directed to children 8 and younger why their military parent has to go away and what life will be like when they are gone- details like limited communication and extra help needed around the house." [Knight Ridder Newswire](#)

"How do you get very young children to understand why their parent is leaving? If anyone can help, it would be a former "military brat". [Stars & Stripes](#)

"I thought maybe those of you with kids might be interested because I know I personally haven't seen books like these before." Fast forward more than four years. The National Military Family Association's Web site now lists 28 books "for children living the military life." [Fayetteville Observer](#)

"Books help kids deal with parent's deployment." [The Honolulu Advertiser](#)

New York Woman Writes Books to Help Kids with Parents in Military - Radio 104
New York Woman Writes Books to Help Kids with Parents in Military 101.9 The Mix
KSON 97.3- nationally syndicated radio broadcast of dj's daughter reading the books
KGAB- The Morning Zone with Dave Chaffin and Amy Richards
WBIX BOSTON- Boston Business Journal Morning Show "Dealing with Deployment"
WLOX ABC 13- Biloxi, MS 7/2/2004
Father's & Families, the Mike "Radio Dad" Austin Show- Nationally Syndicated Radio
Books tell children what 'deployment' means - Wichita Eagle/ Kansas.com
Books help children whose parents are in the military- The Arizona Republic
Book helps children cope with parents in the military- Tallahassee Democrat
Books help kids deal with parent's deployment - The Honolulu Advertiser
New York woman writes books to help kids with parents in military- Ft. Wayne Sentinel
Till Daddy Comes Home- King County Journal
The Celebrity Cafe Review -The Celebrity Cafe.com
In the Line of Duty- Gaston Gazette
Books Help Kids Understand Deployments - South Bend Tribune
Reassurance for Children of Troops- Bergen County Records
A broken life: The brief and tragic story of Kelsey Smith-Briggs- Oklahoman
American Legion Provides Children Cuddly Friend for when Things Get Scary- Mayport (Jacksonville) Mirror
Army Wife Talk Radio
Sgt. Mom



Michelle Ferguson-Cohen, author and illustrator of *Daddy, You're My Hero!* and *Mommy, You're My Hero!*, is a proud military brat. She has been touted as "Dr. Seuss for Military Brats" by the press. She is the daughter of a retired, career military officer and Airborne Ranger who served two tours in Vietnam, the sister of a veteran who served in support of the Gulf War and the granddaughter of a soldier KIA in WWII.

The first titles released from her Books for Brats™ series, Ferguson-Cohen wrote and illustrated the "You're My Hero!" children's picture books the first children's picture books to help kids coping with deployment. The books are used by parents, educators and counselors, and are unique because they are written in a non-authoritative manner from a child's perspective. The titles give children language to express feelings regarding a parent's absence, provide simple coping mechanisms and convey a message of love and pride in family and community. The author hopes, in addition to comforting children, the books will continue to serve as an accurate and responsible representation of military families in the media.

In an effort to maintain her vision and mission, Ferguson-Cohen established Little Redhaired Girl Publishing, Inc. to publish the Books for Brats series. Future Books for Brats titles are scheduled for 2006 release. Little Redhaired Girl Publishing will also publish general interest children's titles by Ferguson-Cohen.

Prior to her career as an artist and author, Ferguson-Cohen was a 15 year veteran and an entrepreneur in the entertainment industry. She was the founder and President of MFPR, a music management and marketing company based in New York and London for 7 years. She was on the team (Radiohead, Oasis) that produced the record-setting benefit album HELP and concert (Pavarotti, U2, Brian Eno). The proceeds from HELP went to War Child, an organization that helps children affected by war.

Honors

- Military Writers Society- First Ever Children's Book of the Year Award – 2005
- DIY Book Convention- Children's Book of the Year, Runner-Up- 2004
- Top 100 Vietnam Veteran Sites
- Military.com Distinguished Website
- LZ Vietnam Veteran Angel

Appearances & Readings

- Intrepid's Hometown Heroes
- WinforKids Winner's Circle- Kentucky Derby
- Florida's Hometown Heroes
- God Bless Ft. Benning
- 101st FRG Family Day
- Eglin AFB Military Brat Celebrations
- Eglin AFB Heroes Day
- Columbus Public Library
- Iowa National Guard FRG Holiday Party
- Waldenbooks
- Barnes & Noble
- MCEC Convention 2004
- MCEC Convention 2005

