

FOR IMMEDIATE RELEASE

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Lavinia's World Supports Children of the Deployed

Lavinia's World is a New York based, multi dimensional entertainment company with a growing international presence. On December 15, upon the occasion of Congressman Steve Israel's holiday party for Long Island Families of the Deployed at the New Huntington Town House, Lavinia's World initiated an exciting new project to supply free picture books to children who have parents deployed in Iraq.

In this program servicemen and women in Iraq contact Lavinia's World and request a book along with a personal message for their child. Lavinia's World sends the book on behalf of the parent to arrive on the child's birthday or other special occasion.



Congressman Steve Israel spoke strongly about the importance for deployed troops to have a sense of contact with their families and the message of support Lavinia's World was sending through the book program.



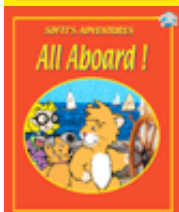
The Lavinia's World team believes very strongly in supporting their local community and this is just one of many ongoing charitable projects Lavinia's World has become involved in.

Lavinia's World is made up of three distinct book series that are smart, educational, and filled with adventures. Through these, Lavinia's World invites children to discover the world around them and makes learning fun. A range of related toys - as well children's apparel and paper product lines - extend the adventure beyond the written page.



The Little Stories of Manoosh and Baloosh (ages 3-6)

This series guides children in the discovery of the natural world. Manoosh and Baloosh, the pea twins, and their many friends bring to life the magic in nature, where adventure begins in the backyard.



Softi's Adventures (ages 4-7)

This series explores the exciting and ever changing man made world. Softi the hamster, his best friend Tally and their supercharged robot pal Robosofti are intrepid explorers of the world beyond their front door.



The Kyss Family Mysteries (ages 6-9)

This series investigates the history and cultures of our world. Twins Ophelia and Brian Kyss are globe-trotting detectives who find mysteries in the most unlikely places and use their knowledge of local history and culture to crack their incredible cases.

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Join us at Lavinia's World online at www.laviniasworld.com.
