



## Press Release

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### **Harvest House to Launch New Children's Imprint**

**Eugene, Oregon—January 13, 2017**—Harvest House Publishers is pleased to announce the Fall 2017 launch of a new children's imprint—*Harvest Kids™*.

*Harvest Kids™*, the formal name now being given to the existing children's division of Harvest House Publishers, will expand its creation of a wide variety of products that promote biblical values, spark imagination, and encourage young readers up to 12 to develop a lifelong love of Jesus. *The Harvest Kids™* line includes Bibles, picture books, devotionals, and other inspiring products, with a special focus on resources for tweens ages 8 to 12.

Under the leadership and guidance of Barb Sherrill, Executive VP and Publisher of the McKenzie Group, *Harvest Kids™* will bring together the children and tween books under one imprint, allowing for more creative and strategic development. "Our children's books have been strong performers over the years and it is exciting to see them now have their own unique identity," says Sherrill. "We'll be launching the imprint this fall with wonderful new titles from familiar names like Jim and Elizabeth George and Tony Evans. We also have our first bilingual children's picture book coming from Stormie Omartian as well as great ancillary releases that support our bestselling *The Complete Illustrated Children's Bible*. We are passionate about publishing great products for kids!"

"This imprint has been in development for some time and it's rewarding to finally see it unveiled. Barb and her team have a great deal of hands-on experience with kids and they have worked extremely hard to pull all the many pieces together to make this happen. I look forward to seeing *Harvest Kids™* grow and expand for many years to come," says Bob Hawkins, President of Harvest House.

#### **About the Publisher:**

Harvest House, a Christian publishing company based in Eugene, Oregon, publishes more than 135 books per year and carries a strong backlist offering more than 1,200 titles. Over 125 million Harvest House books have been sold worldwide through diverse distribution channels, and additional millions have sold in over 75 different languages.

*Print quality images to accompany this press release are available in digital format. Available images are: Harvest House and Harvest Kids logos.*

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