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MEDIA CONTACT: Christine Welch
Echo Media Group
714-573-0899 ext. 225
christine@echomediapr.com

ORANGE COUNTY BASED 'BE THERE BEDTIME STORIES' TO SHOWCASE WEBCAM STORYTELLING AT THE LOS ANGELES TIMES FESTIVAL OF BOOKS

Easy-to-use Platform Encourages Literacy and Connects Families through the Timeless Tradition of Storytelling

IRVINE, Calif., April 26, 2011 – Irvine-based [Be There Bedtime Stories](http://www.bethere.com) will exhibit its webcam storytelling platform at the [Los Angeles Times Festival of Books](http://www.latimes.com/festivalofbooks), the largest book exhibit in the United States, at booth no. 539. The festival will take place on Saturday, April 30 and Sunday, May 1, 2011, at the USC University Park on the [University of Southern California](http://www.usc.edu) campus in Los Angeles.

"I am thrilled to have the opportunity to showcase this new webcam storytelling technology to book-lovers at this popular festival," said Alison Sansone, founder of Be There Bedtime Stories. "Our website simply makes bedtime stories accessible to more family members – those that can't be there bedside can still preserve the timeless tradition of storytelling via recorded video on the page of an e-book."

Be There Bedtime Stories' webcam-recorded storytelling works in three steps: 1) choose a book from the BTBS online bookstore; 2) read the story aloud in front of a webcam, as it displays on the computer screen; and 3) a link to the e-book and recorded storyteller is emailed to any number of family members, viewable any number of times on a computer or mobile device. The easy-to-use platform also delivers proven read-aloud techniques that build literacy during formative years. Sansone, a video media designer, was motivated to build the website in order to connect with her nieces, who live in Chicago.



The Festival of Books is a two-day event that features hundreds of authors and exhibitors in addition to over 100 panels and discussions, continuous entertainment and a book drive. Three published authors and one illustrator will be available at the Be There Bedtime Stories booth. The festival will be held from 10 a.m. to 6 p.m. on Saturday, April 30 and 10 a.m. to 5 p.m. on Sunday, May 1. General admission is free and open to the public.

For more information about the Los Angeles Times Festival of Books, log onto <http://events.latimes.com/festivalofbooks/>. For more information about Be There Bedtime stories, visit BeThereBedtimeStories.com.

About Be There Bedtime Stories

Be There Bedtime Stories is a creative webcam storytelling platform that produces memorable experiences for families by allowing them to “be there” through the tradition of storytelling, no matter how far apart. Webcam recorded videos of the storyteller are embedded into the children’s e-book allowing the recipient to see the readers’ face, hear their voice, and read along with their loved one. Founded by Alison Sansone, the engaging format of combining webcam storytelling narrated by a family member aims to provide a kid-friendly, parent-approved form of multi-media which encourages budding readers and develops early literacy skills. Currently, the company has acquired licensing from six initial publishers to more than 200 e-books, including a variety of genres (e.g., educational, character building, holiday, Spanish language titles, etc.) appropriate for ages two through eight years old. Be There Bedtime Stories is also a proud, recognized partner of Blue Star Families (www.bluestarfam.org), donating both webcams and stories to Military Families separated while serving overseas. For more information, visit www.betherebedtimestories.com or engage on Facebook at <http://www.facebook.com/pages/Be-There-Bedtime-Stories>.

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