

AUTHOR BIOGRAPHY



Author Honors & Accolades

- 2018 Woman to Watch • Brava Magazine
- 2015 Read Local! Indie Author Showcase
Wisconsin Book Festival
- 2011 First Place, Business Category,
Governor's Business Plan Competition
Wisconsin Technology Council

The BugaBees: Friends with Food Allergies

- 2017 Healthline's Top Ten Allergy Books
- 2010 Mom's Choice Award
- 2009 Moonbeam Award

The BugyBops: Friends for All Time

- 2012 Mom's Choice Award



ABOUT AMY RECOB

Amy Recob is a mom, fundraising professional, and food safety advocate. Her young daughter lives with life-threatening peanut and tree nut allergies and is the inspiration behind **The BugaBees** picture book series, which has been honored with several awards for outstanding children's literature.

A graduate of the University of Wisconsin-Madison with a B.A. in Journalism, Amy is also involved in many civic and non-profit service organizations in her community. She remains dedicated to promoting awareness and prevention of food allergies in children, and is proud supporter of the many research initiatives that share the same mission. She currently serves on the Advisory Board for Kids with Food Allergies Foundation and is an active board member for National Charity League, Madison Chapter.

In addition, Amy's work has helped raise money for nonprofit organizations such as Food Allergy and Anaphylaxis Network, Food Allergy Association of Wisconsin, the Literacy Network, Madison Children's Museum, Meriter Foundation and many others. She frequently serves as a guest speaker at elementary schools across the country and continues to promote food allergy awareness through a variety of author appearances and outreach initiatives.



Amy Recob RULES! ★★★★★

"The BugyBops and The Bugabees are great! We left a book with our child's teacher suggesting she read it to the class. As far as the kids go, it has been requested over and over again. It is superbly written by a mother who understands what it is like to raise a child with a life threatening condition. The more aware other people are around our child, the safer she is. There is always the feeling of being different then other kids, that we've worked hard to overcome and this book plays right into that narrative."

Amazon.com Verified Purchase Review



THE BUGABEES: Friends with Food Allergies

Great for kids with one
or more of the Top 8 food allergies



About the Author

Amy Recob is the author of the award-winning children's series, **The BugaBees**. Honored with a Mom's Choice Award® for excellence in family-friendly products and a Moonbeam Award for outstanding children's literature, **The BugaBees** has also received international praise from physicians, educators, and families of food allergic children. Inspired by Amy's young daughter, **The BugaBees** teaches children that the joy of friendship is far sweeter than any food they can, or sometimes can't have. For more information, visit amyrecob.com.

About the Illustrator

64 Colors is a midwest-based artists' collaborative and the visual creative force behind **The BugaBees** series. Their work has been featured in books from many notable publishers including Houghton Mifflin Harcourt, Pearson and Scholastic. They are the creators of the highly acclaimed Marshall & Friends® line of toys, products, and collectible art. For more information, visit 64colors.com.

The BugaBees: Friends with Food Allergies

tells the story of eight best buggy friends and the different food challenges they face on a daily basis. At home and at school, at the park, or on the beach, BugaBees find ways to stay safe, have fun, and remember that the joy of friendship is far sweeter than any food they can, or in some cases, can't have.

While a child could be allergic to any food, BugaBee characters are based on the eight foods that account for 90 percent of all allergic reactions: peanuts, tree nuts, fish, shellfish, milk, soy, eggs and wheat.

The BugaBees: Friends with Food Allergies brings fresh optimism and fun to children dealing with the everyday challenges of managing a food allergy. Additional activities and talking points in the back of the book inspire further learning and teaching opportunities for young children and their caregivers.

Available Now!

Hardcover Book • \$16.95 Retail (USD)

10 x 10" • 32 pages

ISBN 10: 1-59298-279-4

ISBN 13: 978-1-59298-279-0

thebugabees.com

Awards

2017 Healthline's Top Ten Allergy Books

2010 Mom's Choice Award

2009 Moonbeam Award

Over 15,000 U.S. copies sold!

Reseller discounts available online at itascabooks.com.



The BugaBees



For more information, please visit: amyrecob.com & thebugabees.com

fun food allergy education for kids & families

THE BUGYBOPS: Friends for All Time

Great for siblings, classmates,
& friends of kids with food allergies



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In this sequel to the award-winning children's book, **The BugaBees: Friends with Food Allergies**, follow the BuggyBops and find out how their kind and caring ways help their food allergic peers stay safe, happy and healthy.

From washing hands to reading labels, BuggyBops show how a few simple steps can help prevent serious allergic reactions to foods like peanuts, tree nuts, fish, shellfish, milk, soy, eggs, and wheat.

Important concepts related to cross-contamination, Epipens, and the physical signs of an allergic reaction are also introduced to young readers in this fun and fanciful book from the BugaBees series.

Through their kindness and compassion, BuggyBops inspire others to learn more about food allergies, and develop fun, meaningful friendships to last a lifetime!

Available Now!

Hardcover Book • \$16.95 Retail (USD)

10 x 10" • 32 pages

ISBN 10: 1-59298-474-6

ISBN 13: 978-1-59298-474-9

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the BugaBees



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SOFTCOVER EDITION
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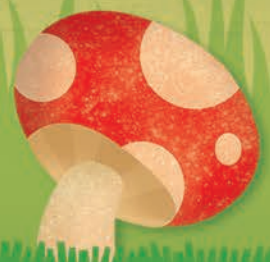
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fun food allergy education for kids & families

PRESS CLIPPINGS

BRAVA Magazine

January 2018

Women to Watch



AMY RECOB

PUTTING KIDS' HEALTH FIRST

"I'M ALL ABOUT supporting kids in healthcare initiatives," exclaims Meriter Foundation senior development director and BugaBees creator Amy Recob. "Because it's hard to see children struggle, especially knowing when they have the right support, they learn to be self-reliant and discover strength they didn't know they had."

In her day job, Recob champions such outcomes by raising funds for Meriter Hospital's Neonatal Intensive Care Unit and birth center, in addition to its Child and Adolescent Psychiatry Hospital—the only youth inpatient facility in Wisconsin. But off the clock, she pursues improved health outcomes for kids through writing and

promoting her BugaBees series. The award-winning picture books depict the ups and downs of having a food allergy through relatable scenarios such as the importance of remembering Epi pens and reading food labels. Later this year, her colorful characters will be expanded into additional resources such as interactive storybook apps, games and a third book.

"Food allergies can carry serious emotional consequences as well as physical ones. As both a wellness professional and a food allergy mom, I have appreciated the positive and affirming messages of the BugaBees books. Amy's outreach initiatives through our local schools and clinics have been really wonderful for kids and families

in our community," says UnityPoint Health-Meriter health psychologist Gretchen Diem.

Recob's own experience raising a daughter allergic to peanuts and tree nuts is what inspired her to create a practical and positive resource for other children, parents and teachers. And being a mother also led to Recob's other 2018 passion project—serving as the National Charity League's vice president of philanthropy. She states, "I will be leading the Madison chapter in cultivating and managing relationships in the Dane County area to provide volunteer services through this mother/daughter membership-based organization."

—Rachel Werner



Creating some buzz about
food allergy awareness



Healthline

October 2017

Best Allergy Books for 2017

*"Kids may have a hard time understanding what it means to have a food allergy. Books can sometimes reach them in a way we can't. **'The Bugabees'** follows eight bug friends, each with a food allergy, and puts a positive spin on living with allergies. Through colorful illustrations and rhyming verse, the Bugabees learn to live healthy and have fun despite their allergies. "*

by Rena Goldman (excerpted)

BugaBee News Archives

August 21, 2014

WKOW News 3 This Morning

"Protecting students from food allergies in school"
Interview with Dr. Jeremy Bufford and Mary Jo Ola

May 6, 2014

WMTV Channel 15 Midday News

"Kids and food allergies" segment

September 2, 2013

The Washington Post

"BugaBees app teaches children about food allergies"
by Maggie Fazeli Fard

August 9, 2013

Madison Magazine

"Keeping Madisonians Young at Heart"
Interview with Gretchen Miron

May 15, 2013

WMTV Channel 15 Midday News

"National Food Allergy Awareness Week"
Interview with Leigh Mills

May 14, 2013

WKOW Channel 27 Evening News

"National Food Allergy Awareness Week"
Interview with Amber Noggle

August 14, 2011

Milwaukee Journal Sentinel

"Mother's book teaches children how to manage food allergies"
by William D'Urso

April 13, 2010

WISC-TV Channel 3 Evening News

"Time for Kids" segment
with Susan Siman

December 13, 2009

The Pioneer Press

"Open young minds to the amazing worlds around them"
by Mary Ann Grossmann

October 10, 2009

KARE 11, Weekend Morning Show

"Halloween Safety with the BugaBees" segment

September 2009

Capital Newspapers, Neighbors Supplement

"BugaBees Helps Kids Understand Food Allergies"
by Angela Mihm Nigro

July 13, 2009

KARE 11 Showcase Minnesota

Interview with Rob Hudson

July 8, 2009

WMTV Channel 15 Evening News

"Family First" segment
with Sarah Carlson

April 30, 2009

WKOW Channel 27 Evening News

"The Parenting Project" segment
with Kim Sveum

EDUCATION OUTREACH

Explore writing & creativity
with author Amy Recob



Workshops

Food Allergies 101

Does nutmeg really come from nuts? Is an EpiPen something you write with? Explore the facts and fiction about how to safely manage and/or support someone living with food allergies. Learn about the eight most common food allergens, how to recognize signs and symptoms of an allergic reaction, and what to do in case of an emergency.

Grade levels: 2-6

Group size: 25-50 students

Length: 30-45 minutes

Fee: \$250 for one session, \$350 for two

Story Starters

Coming up with an initial idea for your story can sometimes be the hardest part! Work as a group to develop writing prompts or "Story Starters" to keep in the classroom for future use. Inspire creativity in the form of introductory sentences, interesting questions, and other random ideas for finding fun topics to write about.

Grade levels: 2-6

Group size: 25-50 students

Length: 30-45 minutes

Fee: \$250 for one session, \$350 for two

Presentations

Three Things

Learn about the three essential things that have helped me most as a writer. Incorporate these simple tips to create better content and more meaningful storytelling! Relevant for writers at any age.

Grade levels: 2-12

Group size: 25-250 students

Length: 30-45 minutes

Fee: \$250 for one session, \$350 for two

Meet the BugaBees & BugyBops

Get to know Cricket, Beetle, Butterfly and friends with reading excerpts from The BugaBees and BugyBops books. Take a pop quiz on food allergy safety and get bonus tips on how to be a good friend to others.

Grade levels: K-6

Group size: 25-250 students

Length: 30-45 minutes

Fee: \$250 for one session, \$350 for two

At your request, workshops and presentations can be followed by a Q&A and/or book signing. Workshop and presentation prices are for schools located within 25 miles of the Madison Metro Area; other locations include travel expense. For school visits, books can be purchased ahead of time at a 40% discount on retail list price through bookorders@thebugabees.com.



Amy's Books

The BugaBees: Friends with Food Allergies tells the story of eight best buggy friends and the different food challenges they face on a daily basis. At home and at school, at the park, or on the beach, BugaBees find ways to stay safe, have fun, and remember that the joy of friendship is far sweeter than any food they can, or in some cases, can't have. While a child could be allergic to any food, BugaBee characters are based on the eight foods that account for 90 percent of all allergic reactions: peanuts, tree nuts, fish, shellfish, milk, soy, eggs and wheat.

2017 Healthline's Top Ten Allergy Books

2010 Mom's Choice Award

2009 Moonbeam Award

The BugyBops: Friends for All Time introduces ideas to help siblings, friends and classmates understand the important actions they can take in support of their food allergic peers. From washing hands to reading labels, BugyBops show how a few simple steps can help prevent serious allergic reactions to foods like peanuts and more. Important concepts related to cross-contamination, EpiPens, and the physical signs of an allergic reaction are also introduced to young readers.

2012 Mom's Choice Award

Author Biography

Amy Recob is a mom, fundraising professional, and food safety advocate. Her young daughter lives with life-threatening peanut and tree nut allergies and is the inspiration behind ***The BugaBees*** picture book series, which has been honored with several awards for outstanding children's literature.

Amy's work has also helped raise money for nonprofit organizations such as Food Allergy and Anaphylaxis Network, Food Allergy Association of Wisconsin, the Literacy Network, Madison Children's Museum, Meriter Foundation and many others. She frequently serves as a guest speaker at elementary schools across the country and continues to promote food allergy awareness through a variety of author appearances and outreach initiatives.

Please email all school visit requests to amy@thebugabees.com.



FOOD ALLERGY FACTS & FIGURES

Courtesy of Food Allergy Research & Education Foundation (FARE)

What is a Food Allergy?

A food allergy is an adverse health effect resulting from a specific immune response that occurs reproducibly on exposure to a given food. The health effect, called an allergic reaction, occurs because the immune system attacks food proteins that are normally harmless.

- Food-induced anaphylaxis is a serious allergic reaction that is sudden in onset and may cause death
- There is no cure for food allergies – strict avoidance of food allergens and early recognition and management of allergic reactions to food are important measures to prevent serious health consequences

Which Foods Are People Allergic To?

- More than 170 foods have been reported to cause reactions in the United States
- Eight major food allergens: milk, egg, peanut, tree nuts, wheat, soy, fish and crustacean shellfish, are responsible for most of the serious food allergy reactions in the United States
- Milk, egg, and peanut account for the majority of allergic reactions in young children
- Peanut, tree nuts, and seafood (*fish and crustacean shellfish*) account for the majority of reactions in teenagers and adults
- Allergists consider sesame allergy to be an emerging concern – it has caused severe reactions, including fatal anaphylaxis

How Many People Have Food Allergies?

- Approximately 15 million people in the United States have food allergies
- Roughly 4% of people age 18 or older – more than 9 million adults – have food allergies
- Results from a 2009-10 survey of more than 38,000 children indicated that 5.9 million children, or 8%, have food allergies – that's 1 in 13 children, or roughly two in every classroom
- About 30% of children with food allergies have multiple food allergies (*more than one food to which they're allergic*)

Food Allergies Are on the Rise

- The Centers for Disease Control & Prevention report that between 1997-1999 and 2009-2011, food allergy prevalence among children increased by 50%
- In the United States, the prevalence of childhood peanut or tree nut allergy appears to have more than tripled between 1997 and 2008
- The prevalence of childhood food allergy has increased at a rate of 2.1% per decade among blacks, 1.2% per decade among Hispanics, and 1% per decade among whites, according to a study of self-reported allergy



Food Allergy Is a Serious Public Health and Economic Issue

- A food allergy is an impairment that limits a major life activity and may qualify an individual for protection under the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973
- Caring for children with food allergies costs U.S. families nearly \$25 billion annually

Food Allergy Reactions Are Serious and Can Be Life-Threatening

- Every three minutes, a food allergy reaction sends someone to the emergency room
- Each year in the United States 200,000 people require emergency medical care for allergic reactions to food
- Pediatric hospitalizations for food allergy tripled between the late 1990s and the mid-2000s – between 2004 and 2006, an average of 9,500 children received in-patient hospital care for food allergies each year
- About 40 percent of children with food allergies have experienced a severe allergic reaction such as anaphylaxis

Serious Allergic Reactions (Anaphylaxis) Require Immediate Treatment

- Prompt injection of epinephrine (*adrenaline*) within minutes of the onset of anaphylaxis symptoms is crucial to successfully treating an anaphylactic reaction – a self-injectable epinephrine device is available by prescription
- Not recognizing the severity of an anaphylactic reaction and treating promptly, *within minutes*, with epinephrine is a risk factor for fatalities
- More than one dose of epinephrine may be required
- It is possible to have anaphylaxis without any skin symptoms, such as rash or hives
- Symptoms of anaphylaxis may recur after initially subsiding (*known as a biphasic reaction*) – experts recommend an observation period of 4 to 6 hours in the emergency room to monitor that the reaction has been resolved

Food Allergy Impacts Quality of Life

- About 1 in 3 children with food allergy reports being bullied as a result – among children with allergies to more than two foods, over half report being bullied due to food allergy
- Compared to children who do not have a medical condition, children with food allergy are twice as likely to be bullied
- More than one-quarter of parents surveyed during food allergy appointments report that their children do not participate in camp or sleepovers because of food allergy – more than 15% do not go to restaurants, more than 10% avoid child care settings or playdates at friends' houses, and 10% home-school their children to prevent food allergen exposure
- Among parents of young children in the first year after food allergy diagnosis, most avoid restaurants and about half restrict social activities or travel



ORDER FORM

for AAAAI Members Only



Customer Information

Contact Name _____

Clinic or Company Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

Product Information

25-Pack Paperback Book Bundles

The BugaBees: Friends with Food Allergies - 8x8"
(not for resale)

Price

\$75 (Unit Price \$3/Book)
Special AAAI Member Pricing

Quantity

Special Instructions:

Subtotal \$

5.5% Sales Tax \$
Wisconsin Residents Only

Shipping & Handling \$
Please request estimate

TOTAL \$

Payment Method

- ☐ Please find a check enclosed made payable to BugaBees LLC
- ☐ Please mail an invoice to the address above under P.O. # _____
- ☐ Please email an invoice to the address above to pay by credit card via PayPal

Submit this form to **bookorders@thebugabees.com** or mail to:

The BugaBees LLC

6907 University Avenue • Suite 265
Middleton, Wis. 53562

Please allow for 2 to 4 weeks for delivery. No returns or exchanges accepted after 30 days of receipt of merchandise.



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