

About Duck Duck Books



Duck Duck Books is a MWBE certified publisher of multilingual board books and designer of eco goods for children. We create sustainable products that introduce language learning, cultivate emotional intelligence, and instill eco-conscious lifestyles.

Order

www.duckduckbooks.com

Duck Duck Books donates 10% of sales through the website to organizations serving BIPOC communities, to truly live its values. Bulk order and wholesale options are available.

Contact

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Mission



Developed Around the Values of Diversity

Our world is becoming more diverse and our board books help your children navigate it. From our founder to the creator team, and the themes in the books, diversity and multiculturalism is ingrained in our entire organization. We support multilingual education and BIPOC communities, and aspire to help your children learn the value of unique perspectives and experiences.



Created for Easy Early Multilingual Learning

Even before babies can speak their first words, their brains are being wired towards the sounds of languages they hear. Introduce multiple languages early to help your children reach their full potential! We use a process called transcreation, which means our books are not translated, but written from scratch in both languages, preserving the connotations, values and cultures of each.

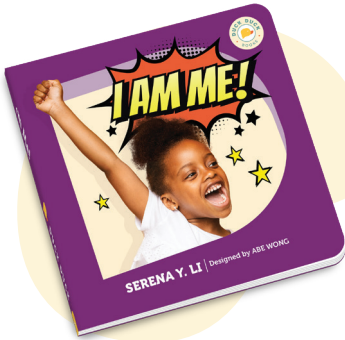


Designed With Sustainability in Mind

We create sustainable products that are reusable or upcyclable to reduce waste, and we do our part to create a better world for future generations. Our books are printed with plant-based ink on responsibly sourced paper, and are built to last. Our eco-conscious accessories are designed to be washable, convertible, and reusable, using renewable resources where possible. It's never too young to start living an eco-friendly lifestyle.



Multilingual, Multicultural Board Books



English Only Board Books

Our English only books are from the same great creators of color as our multilingual line, and they tell the same wonderful stories. The multicultural characters will expose your little learner to new ideas and diverse worldviews.



Traditional Chinese Bilingual Board Books

Our Traditional Chinese bilingual books help your little one begin understanding in both Chinese and English, written in Traditional Chinese with a pinyin pronunciation guide. Mandarin read-aloud videos are available.



Simplified Chinese Bilingual Board Books

Our Simplified Chinese bilingual books celebrate diverse worldviews and expose young learners to new ideas. Written in Simplified Chinese with a pinyin pronunciation guide, our books will help your little one understand both Chinese and English. Mandarin read-aloud videos are also available.



Cantonese Bilingual Board Books

Our Cantonese bilingual books are written in Traditional Chinese with a Jyutping pronunciation guide. They tell the same great stories, and help to build a foundation for teaching your little one both Chinese and English. Cantonese read-aloud videos are coming soon.



Spanish Bilingual Board Books

Our Spanish bilingual books tell vibrant stories and expose young learners to diverse characters. They help young readers begin to understand both Spanish and English. Spanish read-aloud videos are available.



Duck Duck Book Clubs

Our quarterly book club is a subscription service that delivers a new book in the mail every 3 months, at 10-40% off the MSRP. Tailor your subscription by language, and cancel anytime.



Reusable, Convertible Lifestyle Products



Duck Duck GiftSwaddle™

A reusable, washable, multi-use wrapping cloth to reduce single-use wrapping paper. Available in "Funfetti" design.



Duck Duck Backpack

A reusable, washable, convertible toddler backpack-turned-lunch bag, made with the sustainable SUPERNATURAL PAPER™. Available in "Earth" color.



Meet Serena

Serena Y. Li is an author, innovator, founder and editor-in-chief of Duck Duck Books.

Serena is a 1.5 generation Asian American born in Guangzhou, China and raised in Houston, Texas. After her little Sophia was born, Serena was struggling with the new world of parenting as a working mom trying her best to raise a kind and open-minded child. A recent survivor of postpartum depression, Serena bonded with her daughter via books and quality time, but when she had a hard time finding meaningful, bilingual books for young children reflecting the cross-cultural values that she wanted to pass on, she found her new passion and purpose. In August 2021, she started her own publishing company, making multilingual board books that cultivate social emotional skills, inspired by the multicultural values she cherished as an immigrant.



Building the brand from scratch during the pandemic, Serena leads a team of American creators of color that strives to create a better world for the future generations.

From books that are built to last, to eco-conscious lifestyle goods that are designed to be washable, reusable, and convertible, Duck Duck Books and Duck Duck Eco Goods work together to further causes of diversity, giving back, and spreading the love of our planet and one another.

Serena, together with her husband Chris, are raising their daughter Sophia as a quadrilingual child speaking Cantonese, Mandarin, Spanish and English. They make time to talk, sing, and read daily. The family, along with golden retriever JoJo, currently resides in Edmonds, WA.



Q&A

01 Do you enjoy being an author or publisher more? Why?

- › I enjoy being the publisher more, because I'd like to leverage Duck Duck Books as a platform to elevate diverse artists and empower voices of colors. Writers of color, like me, still face invisible barriers in publishing. Being a publisher means I can create collaborative opportunities with other talented writers, illustrators, and designers who share the same passion, mission, and values.

02 What do you hope to accomplish with Duck Duck Books and Duck Duck Eco Goods?

- › Igniting interest in multilingualism
- › Promoting diverse representation to children
- › Elevating artists and voices of colors
- › Supporting local underrepresented communities
- › Spreading love and respect for the planet and one another

03 What advice do you have for parents with young children?

- › Start them young. Given recent events, many companies and organizations offer race and culture workshops to employees. It is hard, and uncomfortable to unlearn. Starting children young by helping them acknowledge and appreciate diversity is the most effective way to ensure our future generations live in a more just and equitable world.

04 Tell us about your mission to give back.

- › While educating little ones through multilingual books is our business, our passion is giving back. We want more than just raising smart and caring children in the world—we also want to provide a sustainable world filled with supportive communities for them to grow up in.
- › Duck Duck Books is a collaborative effort to elevate the voices in all the POC authors, artists and designers we work with. We welcome all creative minds who share our values to join the team. We offer competitive advances. Manuscripts and portfolios are reviewed monthly.
- › In addition, 10% of proceeds through the Duck Duck Books website are committed to give back to the communities. If you know a community organization who fights for racial justice, or a BIPOC family who is in need of some support, please contact us. You can follow our current efforts on duckduckbooks.com/blogs/our-impact.
- › Every spring, we donate and/or participate in tree planting to reduce and eventually offset our carbon footprint. We want to do our part to leave the earth a little bit greener for our children.