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At Eifrig Publishing, our motto is our mission — "Good for our kids, good for our Earth, and good for our communities."

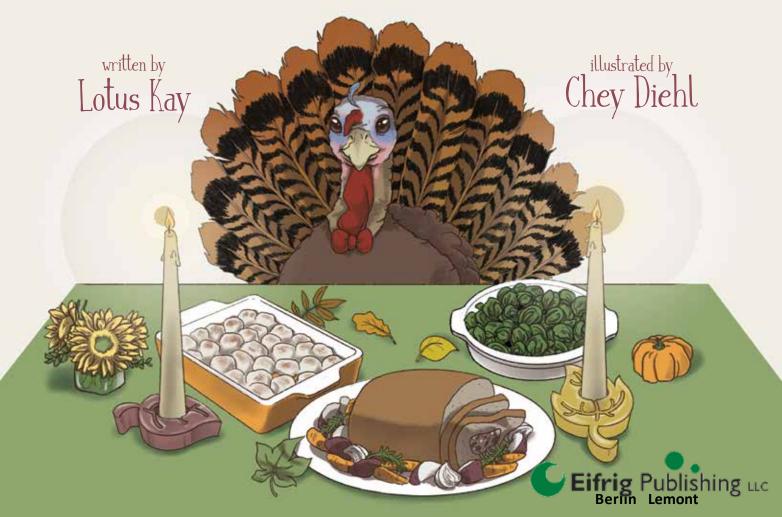
We are passionate about helping kids develop into caring, creative, thoughtful individuals who possess positive self-images, celebrate differences, and practice inclusion. Our books promote social and environmental consciousness and empower children as they grow in their communities.



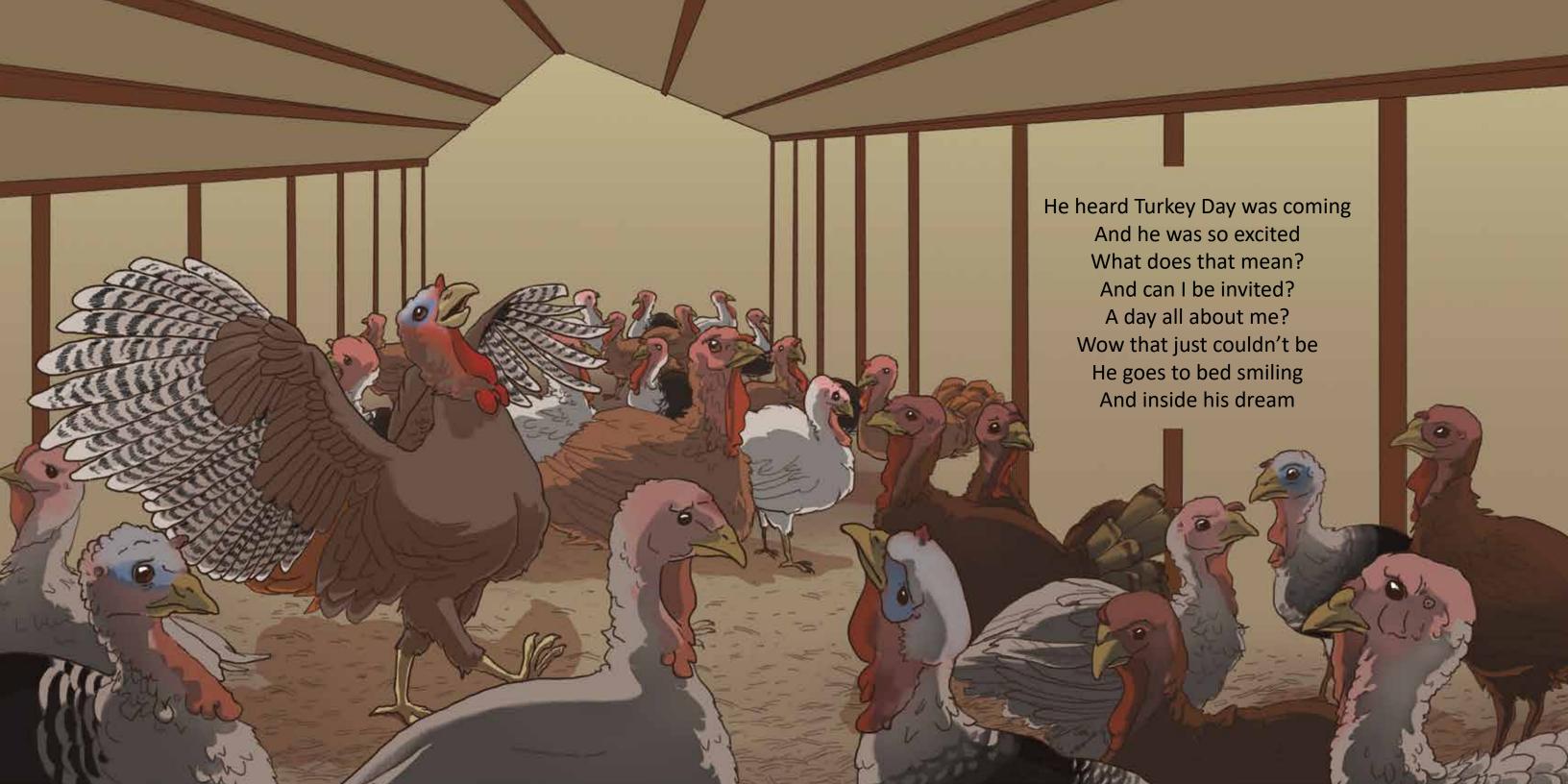
A portion of the proceeds from this book will be donated to the Jane Goodall Institute & the Roots & Shoots program.

www.bearsforcares.com

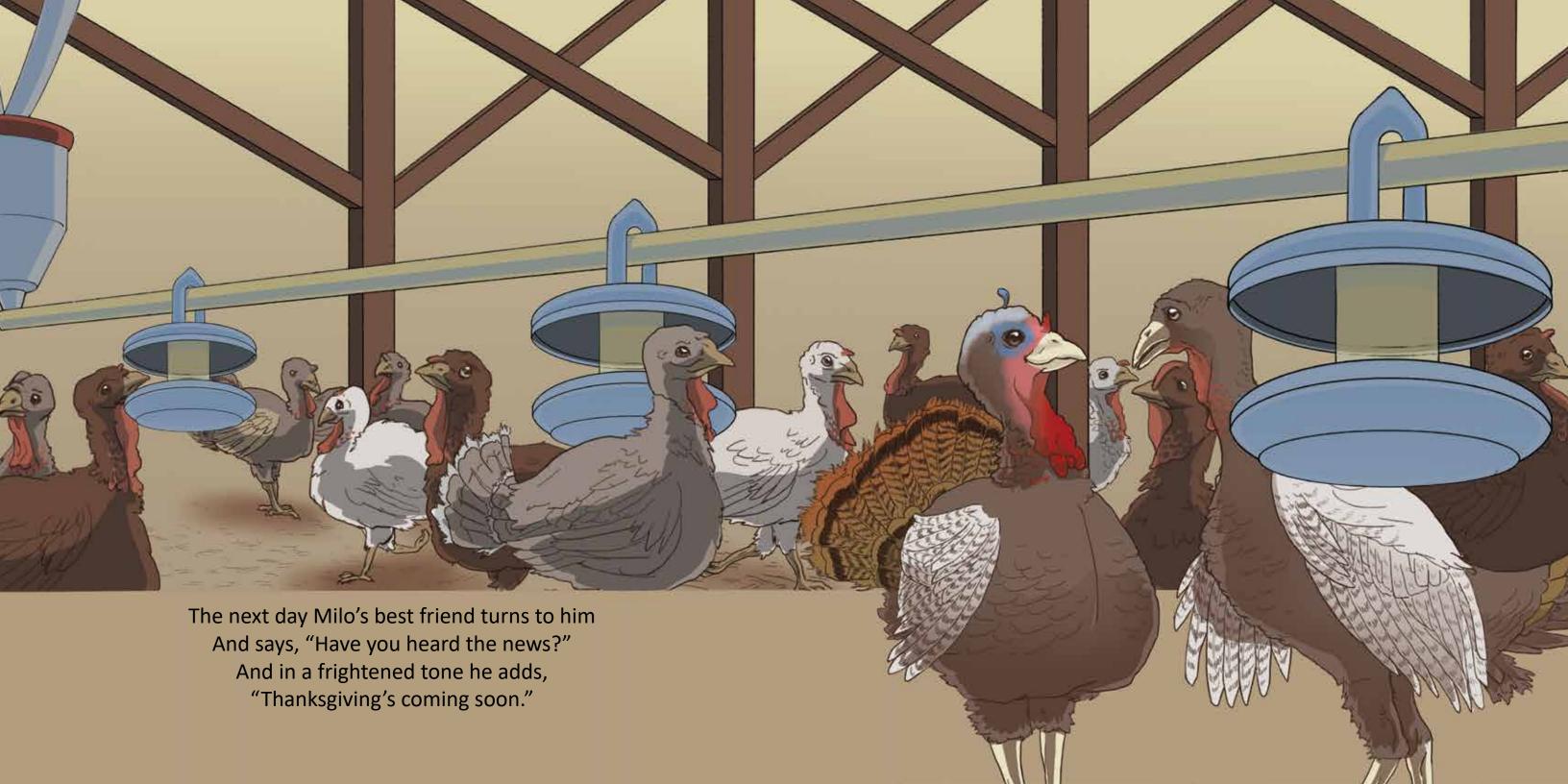
A Thanksgiving for the Turkeys



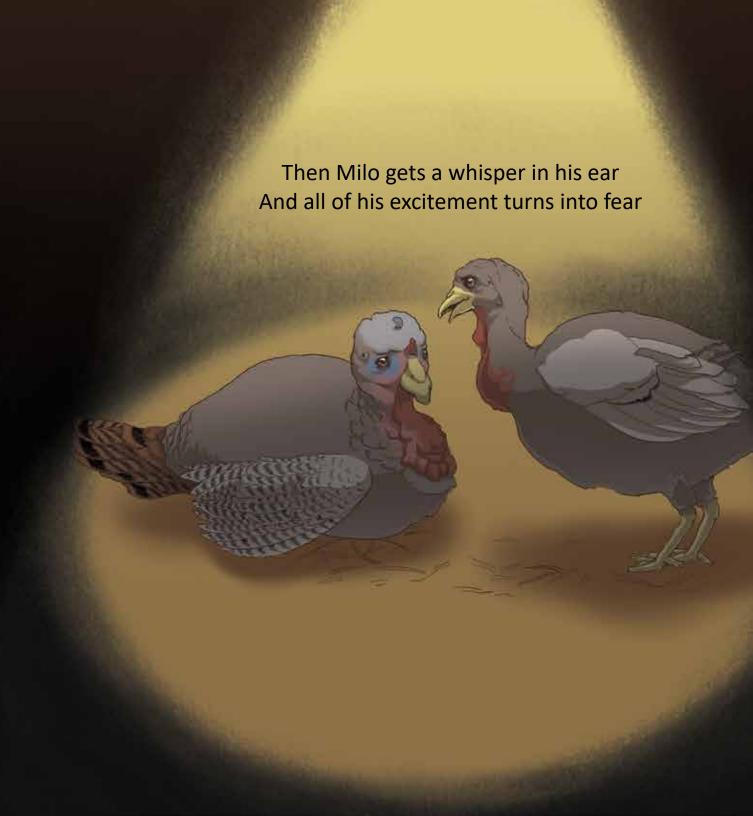








Milo says "I know!" "I just can't wait!" "Why do you look so low?" "Isn't this great?"









"Humans act as if we're the only ones that matter. We don't do it intentionally. We don't think about the fact that turkeys or cows or chickens or ducks or rabbits or what have you, these animals want their lives as much as we want ours. They experience every emotion we do. They feel pain, suffering, terror no differently than we do. And I believe that if we would stop for a minute to think about that, all of us know that's true. We know it's true about our dogs and our cats. But we live in a world that others farm animals and doesn't allow our species to engage with them in the same way that we engage with our companion animals.

So if those are fundamental truths and if it's true that our consumption of them is a leading cause of stroke, Type 2 Diabetes, acne, allergies, asthma, Parkinson's, various forms of cancer, heart disease, etc. If we know it's true that our consumption of them is a leading cause of climate change, of water pollution, it's why the Amazon is on fire, it's a leading cause of species extinction, of top soil erosion, etc. If we as individuals value kindness, then for how much longer will we allow what is no more than habit to trump all that we hold dear? We are at a time in our history where the planet is not going to be here if we don't say, okay, I get it, I'm done. I will not participate."

~ Kathy Stevens, founder of the Catskill Animal Sanctuary

What does it mean to be vegan?

To be vegan means you do not support or participate in the use of an animal to create food or clothing.

This includes meat, dairy, eggs, and fashion items like fur, and leather.

Right now, one billon animals die every week on factory farms, bringing terrible consequences to our planet, our health, and of course, is a terrifying and cruel system for animals. Through choosing to be vegan, you are a part of changing this.



How To Make A Cruelty-Free Thanksgiving

It's easy to make all your favorite Thanksgiving recipes vegan! Here are some ideas:

- Buy a vegan turkey alternative from companies like Tofurkey, Gardein or Field Roast, which come with their own stuffing and savory gravy.
- When recipes call for butter when making dishes like sweet potatoes, use a non-dairy substitute such as Earth Balance. Dandies makes delicious vegan marshmallows to decorate to the top!
- Making creamed spinach? Try the Tofutti and Daiya versions of non-dairy cream cheeses.
- Add a dollop of dairy-free whipped cream from a company like So Delicious to your pumpkin pie
- If your recipe calls for eggs, try replacing with an egg-alternative product like Ener-g Egg Replacer.





Looking for more ideas and recipes? Google "vegan Thanksgiving" and a wide selection of recipes and tips will come up, or visit PETA.org, which has a wide selection of vegan Thanksgiving recipes and ideas!

Animal Sanctuaries

Imagine right before Milo was about to see his end, someone stepped in and brought Milo to a happy home where he can live on and be cared for. That's the story of the farm animals lucky enough to make it to a sanctuary.

If you visit a sanctuary you can meet all sorts of animals like pigs, cows, horses, chickens, bunnies, turkeys, goats, and sheep. You can donate to a sanctuary to help the animals who live there. You can even volunteer at a local sanctuary and help take care of these animals.



Turkeys at the Woodstock Farm Sanctuary enjoying the "ThanksLiving" event

Whether or not you eat a turkey won't decide life or death for you, but it will for a turkey.

Consider making this holiday a Thanksgiving for the turkeys for animals like Milo that want to live, love, and celebrate too.





A Thanksgiving for the Turkeys / Jenny the Chimpanzee

More Beautiful than Heaven / Billie the Octopus

Written by Lotus Kay / Illustrated by Chey Diehl



These books have companion stuffed toys of their main characters and are attached to an educational campaign called **Bears for Cares**. The project is connected to the **Jane Goodall Institute**'s youth program **Roots & Shoots** and delivers a powerful message to foster awareness and change in young people.



Lotus wrote *More Beautiful Than Heaven* to raise awareness about the beauty of nature and the Earth, the endangered state of wildlife and our environment, and ultimately inspire children to care for and protect the planet and our fellow inhabitants. She then wrote *Billie the Octopus* to educate kids about the beauty and importance of the ocean and protecting fish and marine

life. **A Thanksgiving for the Turkeys** presents a new way of thinking about food choices and Thanksgiving through a turkey's eyes, and **Jenny the Chimpanzee** reminds us of how interconnected and similar we are to our fellow animals friends.

The books all have stuffed animals that are characters in the books that can be found at the *Bears for Cares* website: "Beary" (the polar bear in *More Beautiful Than Heaven*), "Billie" the octopus, "Jenny" the chimpanzee, and "Milo" the turkey, which support the *Roots & Shoots* program.

For more information on the *Bears for Cares* campaign or to purchase the stuffed toys that accompany this book, visit www.bearsforcares.com.

These books are printed in the USA on recycled, acid-free paper. A portion of the proceeds from all books and toys will be donated to the **Jane Goodall Institute** and its **Roots & Shoots** program.





In 2016, author Lotus Kay and her sister Jazmin received a grant from Jane Goodall's youth education program *Roots* & *Shoots* for their idea called *Bears for Cares*. The goal of their project was to help children around the world understand the state of wildlife and endangered species by gifting stuffed animals and educational children's books. The sisters teamed up with environmentally-friendly company, Hugg-a-Planet, to make the stuffed animals, which are also available with a stuffed Earth to educate kids about the planet.



Founded in 1991 by legendary primatologist Dr. Jane Goodall, Jane Goodall's **Roots & Shoots** is a youth service program for young people of all ages. **Roots & Shoots**' mission is to foster respect and compassion for all living things, to promote understanding of all cultures and beliefs, and to inspire each individual to take action to make the world a better place for people, other animals, and the environment.

The Jane Goodall Institute promotes understanding and protection of great apes and their habitat and builds on the legacy of Dr. Jane Goodall to inspire individual action by young people of all ages to help animals, other people and to protect the world we all share.

Find out more at www.janegoodall.org





About the Author: Lotus Kay

Lotus Kay is a youth writer. Her writings have been published in various publi-cations such as *Thrive Global, Vegan Health & Fitness Magazine, New Leaves, Light of Consciousness,* and *Voya: Voice of Youth Advocates.* She is a recipient of a grant from Jane Goodall's *Roots and Shoots* program for her work creating an educational campaign called *Bears for Cares* to educate youth about endan-gered species and wildlife. She is the author of *More Beautiful Than Heaven, Billie the Octopus, A Thanksgiving for the Turkeys,* and *Jenny the Chimpanzee*, all in collaboration with *Bears for Cares,* to educate kids on the impor-tance and beauty of nature and motivate them to help protect the Earth.



About Bears for Cares:

On Endangered Species Day, Lotus Kay and her sister Jazmin teamed up with *Hugg-A-Planet* to launch the new *Bears for Cares* foundling collection of stuffed animals to raise awareness for their generation on the state of wildlife and endangered species worldwide. *Bears for Cares* donates a portion of its proceeds to the Jane Goodall Institute and her *Roots & Shoots* program, while also being a sweet and meaningful gift made out of eco-friendly materials.

For more information, visit www.bearsforcares.com.



About the Artist: Chey Diehl

Chey Diehl is an illustrator who started drawing by copying pictures of anime in kindergarten. For a long time anime heavily influenced her style until she was able to attend her dream school, Savannah College of Art and Design, and develop her own style. She graduated Summa Cum Laude in June 2016 with a Bachelor of Fine Arts in Illustration. Currently, Chey is an active mem-ber of the Society of Children's Book Writers & Illustrators. Check out www.CheyDiehl.com for her portfolio.

What does a turkey think right before Thanksgiving?

This book tells the story of Milo the turkey as he tries to navigate "Turkey Day." Milo will make you want to stretch your heart out to animals this year.



More Beautiful than Heaven,

Billie the Octopus, &

Jenny the Chimpanzee



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