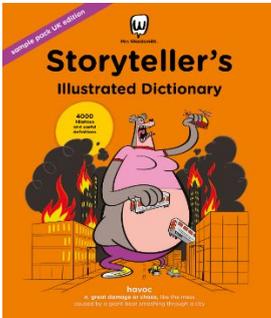




Mrs Wordsmith.



## **THE STORYTELLER'S ILLUSTRATED DICTIONARY: Transforming children's vocabulary – fun and effective new tool!**

**By xx**

**Published by Mrs Wordsmith, 11 December 2018  
Hardback RRP: £30**

### **About Mrs Wordsmith**

*"Children's overall vocabulary increased on average by 50% with Mrs Wordsmith."*  
**National Literacy Trust**

*"Mrs Wordsmith stands out from the crowd because they have created an intuitive and visually stunning dictionary that children and schools love."*

**Professor Ted Briscoe, Professor of Computational Linguistics at the University of Cambridge**

*"What's in a Word? Mrs. Wordsmith [looks] to Become the 'Pixar of Literacy.' With a team of data scientists and a lexicographer, Mrs. Wordsmith has identified 10,000 words that it believes are crucial to helping students build their reading comprehension and writing skills."*

***EdSurge, news about technology in education***

*"Hilariously illustrated to make learning words, reading and telling stories fun. They use Hollywood illustrations to make [the words] unforgettable."*

***Forbes***

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## ***Helping children tell taller (and more electrifying and enchanting) tales***

### ***Storyteller's Illustrated Dictionary transforming children's vocabulary and their stories***

- ***Illustrations by the award-winning artists behind Madagascar & Hotel Transylvania and writers behind Pixar's Monster's Inc.***
  - ***Using the best of machine learning to identify most important words***
  - ***First dictionary by successful EdTech start-up Mrs Wordsmith with 4,000 words***
    - ***Making vocabulary acquisition fun and enjoyable for children***



*The Storyteller's Illustrated Dictionary is the first dictionary from acclaimed vocabulary and learning start-up Mrs Wordsmith. With 4,000 words it will help children aged 7-13 build their vocabulary, and boost their confidence in reading and writing.*



### **Mrs Wordsmith.**

Building on information gathered from two years running a successful and fast growing edtech start-up, Mrs Wordsmith is bringing its unique vocabulary acquisition approach to a wider audience by publishing its first book.

Using data driven word curation, and working closely with scientists, educators and lexicographers, Mrs Wordsmith has collected 4,000 key storytelling words, split across easy-to-navigate key themes, including Character, Action and Emotion. These groups, comprehensive enough for older writers and intuitive for younger learners, are designed to build and strengthen children's vocabulary and allow them to become master storytellers.

The entries in *The Storyteller's Illustrated Dictionary* are brought to life with illustrations from Craig Kellman, the Hollywood artist behind Madagascar and Hotel Transylvania. By tapping into children's imaginations, the humorous illustrations help young writers engage with the vocabulary, encouraging independent learning.

**Sofia Fenichell**, CEO and founder of Mrs Wordsmith said:

*"At Mrs Wordsmith we are passionate about transforming the way young people retain and use vocabulary. We all know that use of vocabulary is critical to literacy and academic success so I was driven to find a solution that was fun for children and made learning challenging vocabulary enjoyable. We have had amazing reaction to the method so far and I am so pleased to be launching our first dictionary. The response we have received so far to the illustrations and the words from parents, teachers and, most importantly, children is inspiring."*

Launched in 2016 Mrs Wordsmith is one of the fastest growing EdTech start-ups in the UK with double digit growth each year. Its mission is to help children tell better stories, by building their vocabulary in a fun and stimulating way. It does this using the latest data science, combined with brilliant illustration and editorial.

**-Ends-**

**For more information please contact Ben McCluskey at Midas PR on 0207 361 7860 or / [Ben.McCluskey@midaspr.co.uk](mailto:Ben.McCluskey@midaspr.co.uk)**

### **Notes to Editors**

#### **About Mrs Wordsmith**

Mrs Wordsmith is the world's most innovative vocabulary programme, combining data science and creativity to illustrate the 10,000 words that matter for academic success.

Launched in 2016 in London, Mrs Wordsmith is one of the fastest-growing, VC backed start-ups in the UK. Mrs Wordsmith helps young people learn efficiently through engaging content from the Hollywood artists behind Madagascar. Mrs Wordsmith's words are carefully selected and curated by Cambridge University data scientists to ensure that children learn the words they will come across at school and in the books they read.

**Sofia Fenichell** is CEO and founder of Mrs Wordsmith and a self-confessed lover of words. She is a former technology analyst turned serial edtech entrepreneur. As a senior account manager at DDB Needham, she has worked on General Mills and PepsiCo.

Sofia launched in 2016 from her kitchen table and now distributed globally, Mrs Wordsmith was designed to transform the way young people retain and use the vocabulary that drives literacy and academic success. Hilariously illustrated by the award-winning artists behind Madagascar, to make it more engaging to learn challenging vocabulary.

#### **Illustrator**

**Craig Kellman** is the lead artist and character designer behind the hugely popular films *Madagascar* and *Hotel Transylvania*. The Emmy-Award winning illustrator has been designing characters for 25 years, and has worked on The Ricky Gervais show, *Sponge Bob Square Pants*, *Cloudy with a Chance of Meatballs 2*, *The Bee Movie*, *Powerpuff*



**Mrs Wordsmith.**

*Girls, Batman* and *The Flintstones* – plus many others. An alumnus of the prestigious CalArts, Craig has held many positions in television and feature animation (producer, director, storyboard artist, art director, character designer, layout artist and voice actor).

**Writer**

**Will Csalkos** is the Story Doctor to Pixar writers. His concepts of structure and character have immeasurably helped craft and recraft films including *Toy Story*, *Monsters*, *Finding Nemo* and many more.





Created with the support of Susan Neuman (Professor of Early Childhood and Literacy Education, NYU), **MY EPIC LIFE DICTIONARY** is not your average dictionary. It is a dictionary, but it's also a handbook for any child who wants to live a truly epic life. Join our cast of word-hungry animals as they guide kids through everything they need to know to turn home, school, and life into a learning adventure. Designed to be uproariously fun and endlessly surprising, each page bursts with Hollywood illustration. **MY EPIC LIFE DICTIONARY** is filled with words curated from relevant, global curriculum lists for kids with extra challenging vocabulary added to the mix. It gives children the words they need to express themselves in every part of life, from emotions to math, food to philosophy, making a big mucky mess to cleaning up, as well as a whole chapter on the future of technology. There will be joy. There will be tears. There will be a dog brushing his teeth on a hoverboard. Welcome to **MY EPIC LIFE DICTIONARY**.

#### Benefits of MY EPIC LIFE DICTIONARY: 1000 WORDS EVERY CHILD NEEDS TO KNOW...

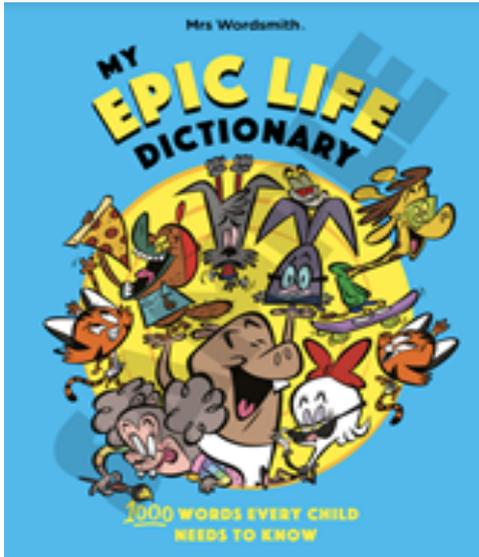
- ✔ Develops creative writing and storytelling skills
- ✔ Empowers children to get more out of reading
- ✔ Builds a rich vocabulary to aid academic success
- ✔ Develops transferable skills
- ✔ Fosters word consciousness and a lifelong love of words
- ✔ Data-driven word curation
- ✔ High frequency curriculum words, challenging *epic* words, STEAM words, social-emotional words

#### ABOUT MRS WORDSMITH:

Mrs Wordsmith is a team of artists, writers, game designers, data scientists, teachers, and researchers on a mission to teach every child in the world more epic words. Children today are exposed to mind-blowing entertainment on a daily basis, and yet literacy has remained firmly rooted in the past, stuck in a cycle of outdated and uninspiring content. Until now, that is. Mrs Wordsmith is bringing Hollywood-quality animation, state-of-the-art game design, data-driven curation, and research-backed pedagogy to word learning.

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## My Epic Life Dictionary

### *1000 Words Every Child Needs to Know*

Join a hilarious bunch of out-of-control animals in a new word adventure from the award-winning word-learning experts at Mrs Wordsmith! Explore new epic worlds that make vocabulary learning fun.

#### AWARDS & PRAISE FOR MRS WORDSMITH

National Literacy Trust found that Mrs Wordsmith improved children's performance in vocabulary tests by 50%

Tillywig, Parent's Choice,  
and Mom's Choice Award winners 2019

"My Epic Life Dictionary is pure magic!... Remarkable story-telling assets that every child and parent will love."

**Michael Levine, chief knowledge officer, Sesame Street**

"This is the dictionary for the 21<sup>st</sup> century. My Epic Life uses the very latest in the science of learning to grab children's attention and teach them words about their world." **Susan Neuman, professor of childhood education and literary development, New York University**

**My Epic Life Dictionary** is not your average dictionary; it is a handbook for any child who wants to live a truly epic life. Join our cast of fun-loving characters as they guide young readers through everything they need to know to turn home, school, and life into a learning adventure. **My Epic Life Dictionary** is packed with words curated from global curriculum lists, and combines Hollywood quality illustration with research backed pedagogy to provide kids with the smartest way to learn words. Epic word adventures give children the vocabulary they need to express themselves in every part of life, from emotions to maths, food to philosophy, making a big mucky mess to cleaning up, as well as a whole chapter on the future of technology.

There will be joy. There will be tears. There will be a dog brushing his teeth on a hoverboard. Welcome to **My Epic Life Dictionary**.

**Sofia Fenichell**, CEO and founder of Mrs Wordsmith said:

*"Kids read our dictionaries cover to cover. They are learning while they are laughing. Epic Life Dictionary isn't a dictionary, it's a story-rich word book for life. Kids will learn everything from counting in 5s and 10s to words to describe STEM jobs. We hope they keep laughing. If you can engage a child, you can unlock the learning pathway."*

-Ends-



Mrs Wordsmith.



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## Notes to Editors

### About Mrs Wordsmith

We exist to take every child on an epic word learning adventure that will make them smarter.

Let's face it. The world has moved on, word learning has not. The engagement gap between video games and schoolwork has grown a mile wide, leaving kids uninspired.

If engaged, they could be learning harder, more relevant words - if only they were made to care. They could be explaining, writing, arguing, and singing... as only kids can.

We're the new word learning experts, here to awaken the adventurous word learner inside every child.

Our data scientists choose the right word, regardless of age. We know when and how to teach a six-year-old epic words like 'discerning' - words that will make them better readers at any age.

Both on paper and in digital, our team of award-winning Hollywood artists transport these words into the exciting world children now live, complete with 3D printers, driverless cars, drones and robots.

Epic words, taught in an epic way, making smarter kids!

**Sofia Fenichell** is CEO and founder of Mrs Wordsmith and a self-confessed lover of words. She is a former technology analyst turned serial EdTech entrepreneur. As a senior account manager at DDB Needham, she has worked on General Mills and PepsiCo.

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### Further praise for Mrs Wordsmith

"My Epic Life Dictionary is pure magic! Driven by compelling research on the importance of vocabulary development and socio-emotional learning for every child's growth and development, this modern marvel is filled with compelling characters, powerful themes, and remarkable storytelling assets that every child and parent will love." **Michael Levine, chief knowledge officer, Sesame Street**