

**FOR IMMEDIATE RELEASE**

**FOR INFORMATION, CONTACT:**

Jenny Parnow, Author Relations  
Marshall Cavendish Children's Books/Amazon Children's Books  
[jparnow@amazon.com](mailto:jparnow@amazon.com)

**NEW CHILDREN'S PICTURE BOOK FROM ARMENIAN FOLKLORE  
CONVEYS LESSONS FOR READERS OF ALL AGES**

Teaneck, N.J. and Belmont, Mass. -- An Armenian folktale retold by Armenian-American writer and book publicist Lucine Kasbarian and illustrated by Moscow-based artist Maria Zaikina debuts with Marshall Cavendish Children's Publishers in April 2011.

*The Greedy Sparrow: An Armenian Tale* is from the ancient Armenian oral tradition and culture, which was nearly obliterated during the Turkish genocide of the Armenians, Assyrians and Greeks in 1915. The author learned the tale from her father, editor and columnist C.K. Garabed, who would recite it to her at bedtime. He had learned it from his own grandmother, a celebrated storyteller from the Old Country. The tale was first put to paper by Armenian poet Hovhannes Toumanian at the turn of the 20<sup>th</sup> century.

*The Greedy Sparrow* is the first time this tale has been presented in the English language as a children's picture book. The story begins in old Armenia with a sparrow who catches a thorn in his foot. As he asks for help, he sets off an intriguing cycle of action that transports him through the Armenian countryside, encountering people engaged in traditional folkways. *The Greedy Sparrow* ends with a surprising twist and conveys moral messages about greed, selfishness and using one's judgment. To address the ethical and human components of the tale, a companion study guide will be available on the author's website at [www.lucinekasbarian.com](http://www.lucinekasbarian.com).

Though intended for readers ages 4 through 8, noted Sesame Street host and storyteller Bob McGrath says, "*The Greedy Sparrow* is actually for everyone. It's clever and humorous, and the wonderful illustrations not only add color but also truly interpret the story line." The fable is lavishly illustrated with authentic depictions of Armenian folk traditions. The tale's illustrator, Maria Zaikina, researched Armenian costumes, culture and customs before completing the illustrations for this book. Zaikina was selected to illustrate *The Greedy Sparrow* after the author and publisher viewed her Armenian folk animations on YouTube: [www.youtube.com/watch?v=QJ5NAXT9pLs&feature=player\\_embedded](http://www.youtube.com/watch?v=QJ5NAXT9pLs&feature=player_embedded) .

Author Kasbarian is a syndicated journalist and Director-on-Leave from Progressive Book Publicity. She is the former Director of Publicity for Red Wheel, Weiser and Conari Press, and previously was Publicity and Marketing Manager at Hearst Books. Kasbarian is also the author of *Armenia: A Rugged Land, an Enduring People* (Dillon Press/Simon & Schuster, 1998) and was a contributing editor for Cobblestone magazine's special issue, the Armenian Americans (Carus Publishing, 2000).

A graduate of the NYU Journalism program, Kasbarian belongs to the Author's Guild, The National Writers Union (NWU); The U.S. Board of Books for Young People (USBBY), The Society of Armenian Studies (SAS); The Society of Children's Book Writers & Illustrators (SCBWI); and The Women's National Book Association (WNBA). The author and her husband, journalist David Boyajian, live in Belmont, Massachusetts and Teaneck, New Jersey. For the production of *The Greedy Sparrow*, the author served as the model for the illustrator's rendering of the bride, with the wedding costume in the book bearing a strong resemblance to that of the author's own folkloric bridal gown.

*The Greedy Sparrow* is a 32-page illustrated hardcover book, available through brick-and-mortar and online booksellers, as well as through the publisher for \$17.99 US; \$20.95 CANADA. To order, contact: Darcy Swanson, Customer Service Representative, Brilliance Audio, 1704 Eaton Drive, PO Box 887, Grand Haven, MI, 49417, USA; Tel: 616.935-1721; Fax: 616-935-1821; [dswanson@brillianceaudio.com](mailto:dswanson@brillianceaudio.com). Books may also be ordered directly from Amazon.com at: <http://www.amazon.com/The-Greedy-Sparrow-Armenian-Tale/dp/0761458212>

# # #

***The Greedy Sparrow: An Armenian Tale,***

**Retold by Lucine Kasbarian; Illustrated by Maria Zaikina;**

**Publisher:** Marshall Cavendish Children; **Pub. date:** April 2011;

**ISBN - 13:** 978-0-7614-5821-0; **LOC:** 2010018172;

**Genre:** Trade reinforced hardcover illustrated children's picture book – folktale;

**Description:** A sparrow receives kindness from strangers and repays each act of kindness with a trick to get more, but at last, in a surprising twist, the sparrow is back with his original problem.

**Price:** \$17.99 US; \$20.95 CANADA;

**To order:** [dswanson@brillianceaudio.com](mailto:dswanson@brillianceaudio.com) and/or

<http://www.amazon.com/The-Greedy-Sparrow-Armenian-Tale/dp/0761458212>

**For further information:** Jenny Parnow, [jparnow@amazon.com](mailto:jparnow@amazon.com)

**Author website:** [www.lucinekasbarian.com](http://www.lucinekasbarian.com)