

## BACKGROUNDER



For many parents, a trip to the grocery store with their toddler can be a harrowing experience. But for Alison Herman, shopping with her daughter and her daughter’s favorite doll provided the inspiration that prompted Alison and her mother, Lynne Grossman, to create and co-author the award-winning, interactive book series, “The Dolly Adventures.”

Based on her observations of how her daughter, Daniela, parroted mom’s “supermarket lessons” about health and nutrition to her doll, “Dolly,” Alison realized that strong parenting skills could be reinforced in children by promoting such behavior. As Alison and Lynne began reading to Daniela, they envisioned a series of simple literature using the love every girl has for her favorite doll as a vehicle to promote that simple, yet brilliant concept.

“The Dolly Adventures” is a series of fun, beautifully illustrated, hardcover storybooks that promote positive interaction and learning between a child and her doll. These child-friendly experiences transcend into real-life situations that teach valuable lessons ranging from developing healthy eating habits to practicing sun safety, while promoting kind behavior and a positive attitude.

The first book in the series, appropriately titled, “Dolly Goes To The Supermarket,” is a celebrated winner of the iParenting Media Awards, ‘Greatest Products for 2005. In this story, a girl takes her doll to the supermarket and teaches her how to pick out the best foods for a strong mind and healthy body. The little girl also practices her mommy skills as she soothes and cares for Dolly.

Besides both being mothers of daughters, this mother-daughter writing team are both graduates of New York University. Lynne has a degree in education, and Alison has degrees in marketing and law. After practicing litigation in NY State, Alison worked in advertising and promotions. Prior to writing children’s literature, Lynne taught high school, then went on to establish and run her own interior design firm. They each live with their families in Long Island, New York.

The illustrator of this award-winning book series is Lealand Eve. After graduating from Pratt Institute of Art and Design, Lealand began freelancing, with work geared toward fashion, editorial and children’s book illustration. Lealand lives and works in Bellport, New York.

Beyond the initial books in “The Dolly Adventures” series, Alison and Lynne plan to continue developing products that use the relationships children have with their dolls as a teaching instrument. Hoping to make Dolly into a brand synonymous with good parenting ideals, this mother-daughter duo hopes to produce an animated film, a series of books for preschool boys, and to set up Dolly Stores in malls across America. For more information, visit their website, [www.dollyadventures.com](http://www.dollyadventures.com), or call 1-866-36-DOLLY.

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