

June 1, 2010

Media Release

Innovative children's book launched onto Adelaide market

Local artist and graphic designer, Ms Rommie Corso of Hardshell Publishing, has created a children's colouring book which is aimed at inspiring a new generation of children to think creatively.

The *Colour to Life* children's colouring book is being launched at the Semaphore Community Markets this Sunday, June 6 at 11.00am.

Colour to Life encourages creative thinking from an early age to develop children's drawing, colouring, observation and creative thinking skills. Children can create their own unique works of art in the book, or use it as a journal to record their creative adventures and ideas.

With over 40 high quality pages, *Colour to Life* includes an illustration of the Leafy Sea Dragon, which is unique to the seas of South Australia. It also invites children to express their own ideas with phrases on each page.

Ms Corso is delighted that *Colour to Life* has recently been picked up by a number of local distributors including Mary Martin Bookstores, Angus & Robertston Book Stores, The Book Boys and Toy World. "It's exciting that *Colour to Life* has been so well supported by local business," she said.

Schools have also road-tested *Colour to Life*, with the response from teachers and students alike being very positive. "Creativity is often overlooked because of the current education focus on academic test results," said Ms Corso. "TV and digital media, as entertaining as they are, don't do much for encouraging kids to use their own imagination and generate their own ideas."

Ms Corso has dedicated her career to creativity and founded Hardshell Publishing in 2009 as a vehicle to enhance the standards of published material for both print and online mediums. With a passion for design and creativity, Rommie also dedicates one day per week to teach creative arts, design and idea generation to students. She is often contracted to give lectures and tutorials in various schools, to diverse age groups and skill sets.

Colour to Life is available online at: www.hardshellpublishing.com and at selected retail outlets. RRP \$12.50.

What: Launch of *Colour to Life*
When: Sunday, 6 June at 11.00am
Where: Semaphore Community Markets

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