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SLUMBERKINS AND NOVEL EFFECT RELEASE MULTIMODAL SOUNDSCAPE AROUND GROUNDBREAKING PICTURE BOOK, *THE FEELS*

DESIGNED TO SUPPORT MINDFULNESS, SOCIAL EMOTIONAL LEARNING

Vancouver and Seattle, WA — Slumberkins and Novel Effect today announced a co-development relationship to create voice-driven soundscapes that will support early childhood social-emotional learning beginning with the upcoming picture book release of *The Feels*.

The Feels follows Yeti as he journeys through a mountain and encounters a range of feelings and emotions. The book explores ways little ones can learn how to ground themselves and take care of their feelings through affirmations and coping techniques.

When read aloud with the Novel Effect app, *The Feels* transforms into a multimodal experience. Background music and sound effects bring the story to life and allow children to feel like they are walking side by side with Yeti on the journey.

“We created *The Feels* to help children process complex feelings,” said Callie Christensen, educator and co-founder of Slumberkins. “As an educator, it was important to develop a tool that can be effective in the classroom and at home. The thoughtful approach Novel Effect took integrating sound and music into the read-aloud experience resulted in a soundscape that takes the experience to another level, really helping children identify each emotion.”

This collaboration brings together two former Shark Tank contestants in a long-term mission-driven partnership to promote early childhood development and family togetherness through books and shared experiences.

“We have long admired the Slumberkins mission to empower parents and caregivers with tools that teach little ones social-emotional life skills,” said Novel Effect CEO Matthew Hammersley. “To be able to collaborate on this project and have this important book in our growing library of titles is truly gratifying.”

Stay tuned to this space to hear about future projects between the companies.



ABOUT NOVEL EFFECT

Seattle-based Novel Effect is breaking ground in innovative, entertaining, and immersive story-based experiences that seamlessly blend real-life and imaginary worlds. Their patented technology brings together the power of voice-recognition and the best creators in entertainment to add dimension and interactivity to the traditional media people enjoy together - books, television, film, games, and more.

Their flagship app of the same name has received numerous recognitions including Webby, Synopsis, Parents' Choice and Mom's Choice awards and was recently named a Best App for Teaching & Learning by the American Association of School Librarians. Learn more at www.noveleffect.com.

ABOUT SLUMBERKINS

Slumberkins® is a leading educational children's brand created to promote early emotional learning. Their collections of cuddly creatures and books are thoughtfully designed to empower parents and caregivers by providing tools to teach positive social-emotional life skills to children. Founded by two moms and educators, Callie Christensen and Kelly Oriard are on a mission to create a more meaningful children's product line that is easily implemented into daily routines. Slumberkins' stories provide digestible therapeutic techniques and normalize conversations about big feelings.

Started in 2015 and fueled by an appearance on Shark Tank and their engaged social media presence, Slumberkins has experienced tremendous growth. The soft snuggly creatures and educational books make the perfect intentional gift and resonates with those looking to take an active role in children's social development. Slumberkins has signed with the Jim Henson Company to co-produce a television show to bring the characters to life, providing an even greater platform to educate children and families on the importance of social-emotional learning. To learn more visit Slumberkins.com and follow them on [Instagram](#), [Facebook](#) and [Pinterest](#).