



**LeVar Burton teams up with A Kids Company About on new book, “Imagination”**  
*Company celebrates its second year with a new title by children’s literacy icon and advocate.*

Portland, OR — October 12, 2021 — Today, A Kids Company About, the brand making kids media for the next generation of world-changing kids, released “A Kids Book About Imagination,” authored by actor, producer and podcaster, LeVar Burton. This book is the latest title in the A Kids Book About series, which launched the company in October 2019.

This book by Burton focuses on one of the central themes of childhood reading, imagination, and explores how it gives kids the opportunity to think beyond the bounds of their reality and consider what’s possible — a simple, yet breathtakingly important concept, as shared in the book.

“I have long believed our imagination is the superpower of all human beings. Having the opportunity to share that story with kids was simply too-paramount to pass up,” Burton said. “I was amazed by the model Jelani and team have defined as a foolproof process of extracting a book from the author. It was exhilarating.”

“A Kids Book About Imagination” was written through the company’s unique workshop process, which breaks down challenging and empowering topics to their core elements, using the author’s personal story as the heart of it. This book is the 51st title from the A Kids Book About series and features original illustrations by designer Duke Stebbins.

“For many, it was LeVar’s voice who brought our favorite books to life as kids. He helped us not only love books but gave us the gift of developing our imaginations to explore where reading could take us,” said Jelani Memory, CEO and founder of A Kids Company About. “With this book we hope to continue that foundational work he started by adding the topic of imagination, a key component of understanding and change, to our catalogue of challenging, empowering and important books. And we’re honored and humbled that he chose us as a partner in that shared vision for today’s kids.”

Since its launch in 2019 as A Kids Book About, an innovative direct-to-consumer kids book brand and publisher, the company has published more than 50 titles, and this year added 12 more in the A Little Book About board book series. During this time, titles have appeared on O, The Oprah Magazine’s 2020 Favorite Things List, and have even made their way to White House, where they’ve landed in the hands of President Biden and the First Lady.

“A Kids Book About Imagination” is available for preorder today for \$19.95 at [akidsco.com](https://akidsco.com) and will ship in time for holiday gifting starting in November.

## **A Kids Company About**

A Kids Company About is a new kind of kids media company that is working to empower a generation of kids through diverse storytelling. Founded in 2019 in Portland, OR, A Kids Company About is built on the belief that kids are ready to have challenging, important and empowering conversations with the grownups in their lives. For more information, visit [www.akidsco.com](http://www.akidsco.com).

## **LeVar Burton Entertainment**

LeVar creates content that builds community, fosters empathy, champions diversity - all while maintaining his integrity. Helmed by storytelling juggernaut, LeVar Burton, whose decades long body of work includes: ROOTS, STAR TREK: THE NEXT GENERATION, and READING RAINBOW. 13 Emmy Awards, 3 NAACP Awards, Grammy Award for Spoken Word Album, Peabody Award, The Fred Rogers Award, Inamori Prize for Ethics in Entertainment, Star on Hollywood Walk of Fame, LeVar Burton Park - City of Sacramento, Commissioner of Libraries and Information Sciences, appointed by President Bill Clinton, Award-Winning Author of The Rhino Who Swallowed a Storm, Podcast Host of LeVar Burton Reads: reached #5 in overall rankings on iTunes, with over 25 million downloads.

## **LEVAR BURTON**

Teri Weigel / The Creative Group PR  
[teri@thecreativegrouppr.com](mailto:teri@thecreativegrouppr.com)

## **A KIDS COMPANY ABOUT**

Amber Weyers / PR Manager  
[amber@akidsco.com](mailto:amber@akidsco.com)