

Press Release for Author Matthew Gollub's Speaking Event for Children  
(for clip art or to request photos, please visit [www.matthewgollub.com](http://www.matthewgollub.com))

Five top tips for helping kids read for life:

- 1) Keep books and a reading light in your child's bedroom.
- 2) Keep the TV and videogames OUT of your child's bedroom.
- 3) Choose closed captions with your TV's remote so that kids get the benefit of reading words on the screen.
- 4) Listen to children's books on tape or CD when taking long car rides.
- 5) Try reading what your child is reading and talk about it over a meal!

Resources: For more reading tips from Matthew Gollub, see his latest book, *Give the Gift! 10 Fulfilling Ways to Raise a Lifetime Reader* and visit [www.matthewgollub.com](http://www.matthewgollub.com)

## Speaking in Tongues

### Author Matthew Gollub Introduces Kids to a Wide World of Culture

"CHOO-KA CHOO-KA TING! ¡Ay, caramba!

¿Cómo cómo llego a la CHOO-KA pachanga?"

So scats the Jazz Fly in Matthew Gollub's latest children's book with audio.

Mixing jazz scat with *español*? "No problema," says Gollub who is also a bilingual storyteller and musician. But Gollub doesn't stop with jazz-scating insects.

Watermelons turn to frogs. Ten horned giants chase away a child's spooky dreams.

These and other scenarios play out in his children's books and performances.

To date, this author from Santa Rosa, CA has performed at over one thousand schools nationwide, bringing language arts enrichment to over half a million students and parents.

Gollub calls his convocations 'story art,' a brief description for something much more involved. A native Californian, Gollub performs his stories while fluidly shifting between English, Spanish, and Japanese. With his mix of languages, percussion and visual props, he delivers a unique approach to stimulating children's—and grown-ups'—imagination. What excites young people about Gollub's performances is the sense of fun and energy he brings to his sharing his award-winning books. He projects the beautiful illustrations of his books visually; acts out his stories audibly while playing drums, incorporates the emotion of the moment, all while engaging his audience with hand movements, chants, and rhythmic clapping.

"Different kids have different types of intelligence," Gollub explains. "I try to throw lots of sparks at my audience in the hope that some will catch."

These days, in addition to providing author assemblies for students, Gollub conducts lively, bilingual presentations for parents. He's even written a picture book for grown-ups titled *Give the Gift! 10 Fulfilling Ways to Raise a Lifetime Reader*. The illustrated book brims with practical advice for parents who want to encourage children to read more at home. "Reading is the key," Gollub says, "to helping young people thrive."

Gollub credits his son, nieces and nephews as a major inspiration for his books. He also draws on his background as a drummer and his extensive travels abroad. In college, he majored in Japanese and International Studies then lived in Japan for three years, working as a translator, newscaster, and taiko drummer before getting involved with children's books.

While studying in Spain, and living and working in Oaxaca, Mexico, Gollub also became fluent in Spanish. "Understanding three languages has given me a much broader perspective," he says. "I try to show kids that learning to speak other languages can be a big plus in one's life."

His knowledge of Spanish yielded six picture book collaborations with the celebrated Mexican painter, Leovigildo Martínez. His years in Japan inspired two more books with the Japanese artist, Kazuko Stone, including his award-winning introduction to haiku poetry, *Cool Melons--Turn to Frogs!*

These days, Gollub's most popular books include his narrations set to original music on audio CD. His latest book with audio, *Jazz Fly 2: The Jungle Pachanga* introduces young people to Spanish language and Latin jazz. Captivating to children of all language backgrounds, *Jazz Fly 2* has already won four national awards. *Gobble, Quack, Moon* features blues, waltzes and rock 'n' roll, while the heroine, Katie the cow, stages a ballet on the moon.

*The Jazz Fly*, Gollub's first book to contain an audio CD, was named the #1 Recommended Children's Book by independent booksellers nationwide. It was also the project on which Gollub ran the biggest risk. When his New York publishers balked at packaging the book with a CD, Gollub elected to publish *The Jazz Fly* himself. "I

conceived the story as a performance piece,” he explains. “It celebrates jazz as creative thinking and follows a rhythm I couldn’t leave to chance. The book had to have a CD, and I had to do it myself.”

So Gollub rounded up his jazz musicians, provided the narration and even played drums. He also made a wise move by enlisting the illustrator Karen Hanke. What resulted was a picture book set to a jazz quartet, teeming with insect musicians dressed in evening gowns and tuxedos.

Aside from their wild popularity among kids and teachers, the *Jazz Fly* books have also developed a following among jazz lovers. Reflecting on his success as an author, speaker, and publisher, Gollub says, “Sometimes, you just have to go to work and pursue your vision.”

(Note: Parents can find free reading tips at [www.matthewgollub.com](http://www.matthewgollub.com). To set up a media interview with Matthew, please email him at [mg@matthewgollub.com](mailto:mg@matthewgollub.com) or call (707) 544-4720.