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FOR IMMEDIATE RELEASE

## **Burkhart Network to Launch Second Raccoon Tales Children's Book at Indianapolis Zoo in Conjunction with Zoo Boo on Saturday, Oct. 27, 2007**

INDIANAPOLIS—Sept. 18, 2007—Burkhart Network will launch the second in its series of four Raccoon Tales books for children at the Indianapolis Zoo on Saturday, Oct. 27. The book *Hip, Flip, Skip and Boo Go to the Zoo* follows the successful premier of the first book in the series at The Children's Museum in August.

### **Indianapolis Zoo Event Details**

4 p.m. Reading by author Lorene Burkhart

4:30 p.m. Book signing

The event will include Halloween candy and games in the spirit of the ZooBoo event.

Additional details at [www.RaccoonTales.com](http://www.RaccoonTales.com).

"We thank our non-profit partners in the Indianapolis community for providing us such wonderful venues to launch these books to parents and their children," says Burkhart Network Founder Lorene Burkhart. "This event will be in conjunction with Halloween ZooBoo and we can't wait to see all the kids in their costumes!"

Indianapolis is a test market for the company's Raccoon Tales books. Over the last 60 days company representatives have successfully placed the first book *Hip, Flip, Skip and Boo and their friend, Stu* into several retail outlets throughout Central Indiana including: The Indianapolis Zoo, The Children's Museum of Indianapolis, Indiana Historical Society, Border's-downtown Indianapolis, Earth Explorers Toys-Zionsville, Nana's Flowers & Gifts-Zionsville, Helios-Carmel and BIG Hat Books-Broad Ripple. The company also is in negotiations with several large retail outlets who are considering distributing the children's tales.

### **About *Raccoon Tales***

The *Raccoon Tales* book series and plush toys are intended for children ages 2 to 6 years old. The tales are based on stories Burkhart told her children when they were young. The 6 X 6-inch books come with a removable raccoon tail that hangs from the book spine. The first book in the series is titled *Hip, Flip, Skip, and Boo and their friend, Stu*. Plush 5-inch toy raccoons

come in four striped tail colors (blue, green, pink and purple) to match the four raccoon characters in the stories. Books will retail for \$8.95 and the raccoon toys will be \$4.95 each.

### **About The Indianapolis Zoo**

The Indianapolis Zoo is located at 1200 West Washington Street in downtown Indianapolis. Admission is \$13.50 for adults, \$8.50 for children ages 2-12, and \$8.50 for seniors 62+. Parking is \$5 per car. Members and children 1 year of age and under are always admitted free of charge. For details, visit [indianapoliszoo.com](http://indianapoliszoo.com).

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### **About Burkhart Network**

Based in Indianapolis, Burkhart Network LLC is owned and led by central-Indiana entrepreneur and philanthropist Lorene Burkhart. Burkhart's first book, *An Accidental Pioneer: A Farm Girl's Drive to the Finish...*, was released in September 2006 (retail \$24.95). Burkhart serves as the center of the energy for the creativity and focus of the company. Her vision is to share her life experiences through books and related items. The rotating circles, stars and sunrays in the company logo are the projects, people and causes who benefit from the nucleus of energy. Current Burkhart Network projects in development include books for children and adults, toys and inspirational Girlfriends products. For more information visit [www.BurkhartNetwork.com](http://www.BurkhartNetwork.com).

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