



Danielle R. Lindner

Educator, Noted Children's Book Series Author and
Founder/Executive Director of the London Day School®

Danielle Lindner, is an educator, children's book author, award winning woman entrepreneur and visionary, changing the landscape for early childhood education. One of her first projects she embarked on to create disruption in the current fields of early childhood education was to create The London Day School®. The London Day School sets a new level in preschool education, providing an enriching, engaging and challenging environment for growing children. Danielle designed London Day School to address the whole child, combining essential academic skills with a focus on social and emotional development. Danielle then applied her deep experience as an educator, skills as a business woman and talents as a noted children's author to develop

The Kind Kids Character Education Book Series to address the growing social and emotional issues affecting young children and focus on building emotional and social I.Q.

After receiving her M.A. in Teaching and Elementary Education (Hons.) from Fairleigh Dickinson University in 1996, Danielle went on to serve as a teacher, trainer and educator for over 18 years in both public and private educational institutions. As an experienced business woman, Danielle was recently recognized as a Top 25 Leading Women Entrepreneur by Leading Women Entrepreneurs & Business Owners (LWE), a networking home to an impressive roster of talented female entrepreneurs.

Danielle is also an accomplished children's author and member of the SCBWI (Society for Children's Book Writers & Illustrators). She combines her work in education with a passion for authoring children's books. Her collection of books blends enchanting characters and colorful rhymes with important prosocial themes that help children address everyday challenges.

Danielle's acclaimed books include *"Sofia the Snail" The little snail that was afraid of the dark,* *"Arabelle," The bat with the most wonderful pink glasses,* *"Rupert" the little puppy who ran out of tears,* *"Betsie Bee," the little bee who learned how to share and care,* *"Jaxie," a short story about a tall giraffe* and *"Koby," the little blue kangaroo who worried all day.* Each of her books play a prominent role in the London Day School curriculum and have been embraced by children and parents alike.

The London Day School experience has re-imagined the traditional preschool, providing parents – who are increasingly seeking to emphasize early childhood education – with an extraordinary option to daycare. At London Day School, students are given the tools to achieve success in areas that other preschools don't match, all backed by a comprehensive curriculum that encompasses STEM, public speaking, foreign language, the arts and character education.

Danielle built London Day School into an early educational trendsetter, providing children with an unprecedented opportunity to forge a lifelong love for learning – and offering parents a uniquely

protective and engaging learning environment that helps socialize their children and inspire them to become educationally curious and motivated. As a result of her extensive work and tireless commitment, London Day School has been launched as a national preschool franchise and an opportunity for family and community-minded entrepreneurs nationwide.

Forging a New Vision for Early Education

A working mother of two, Danielle struggled to find an early education program that not only offered the nurturing and loving environment she wanted for her children, but also a balanced educational program that challenged, engaged, excited and enriched young learners on a daily basis.

As the world continues to change and evolve, it became important to Danielle that early childhood education and development must change as well. Prior to founding London Day School, Danielle surveyed the preschool system and concluded that children could be served with a more rounded and comprehensive curriculum and parents could be served with greater options in preparing their children for a changing world.

The result of Danielle's exhaustive research is a curriculum that is completely innovative and a school that has forged a new era in preschool education – for children and parents alike. Through the dramatic success of her school, Danielle has shown that preschoolers are ready to be introduced to a greater view of the world around them – from subjects including foreign languages and mathematics to social values such as tolerance and self-control.

Building IQ and EQ – Emotional and Social Intelligence

When Danielle determined the need for a new balanced approach to early childhood learning, she set about designing a curriculum based on her vision. Danielle believes that students need to build their Academic Intelligence while concurrently building Social and Emotional Intelligence as well.

“Elementary school students and adults who have the ability to self-regulate, transition easily, think proactively rather than reactively, speak publically without trepidation and notice and respond to the feelings of others, are much more successful in both life and business, states, Lindner”

The London Day School gives students the tools to achieve success in areas that other preschools don't match, all backed by Danielle's comprehensive curriculum that encompasses STEM, public speaking, foreign language, the arts and character education.

With Character Education being one of the cornerstones of Danielle's mission, London Day School students are given experiences necessary to build character now rather than waiting until elementary school, thereby helping to prevent children from becoming schoolyard bullies. Character-building can fall victim to the tremendous amount of stimulus children face. London Day School builds skills needed for focus and concentration, and seeks to curtail the need for instant gratification.

Realizing a need to address several issues related to social and emotional development, Danielle created the Kind Kids Book Series, which is currently a large part of the school curriculum and garnering national attention. Her book series presents charming and colorful animal characters that help children focus on character education while providing fun and entertainment. Children are fascinated by animal characters and can readily relate to them. As a result, her book series effectively delivers numerous teachable moments in social values, character lessons and such key subjects as science. For example, there's Arabelle, a bat who needs glasses. Arabelle teaches children to embrace their differences, feel

comfortable about themselves and gain confidence. From a science perspective, Arabelle gives teachers an opportunity to discuss the habitat and eating habits of bats as it compares to ours. Each of Danielle's books encourages conversation and provides parents and teachers with multiple opportunities for student engagement.

Danielle's educational philosophy addresses a child's natural inclinations towards discovery within a classroom environment that fosters independence, self-discipline and motivation. Her school provides dedicated classrooms for music, movement, art, science and learning children's library – with each designed to stimulate sensory perception, achieve readiness for reading and writing, and help the child gain self-reliance in learning. For Danielle, cooperation is encouraged rather than competition. The result is a classroom where children interact continuously, choosing to work on their own or with a friend.

Danielle's educational philosophy is based on her belief that children require academic, social and emotional training to become successful, referred by psychologists as 'Executive Functioning.' Her approach underscores children's ability to work collaboratively with others, to adjust to change and to learn how to be comfortable speaking in public at a young age – thereby helping to avoid the fear of speaking as they become adults.

Danielle is an advocate of Socratic questioning (systematic and disciplined exploration of ideas to focus on fundamental concepts, principles, theories and problems) to engage children to think creatively and feel safe to share viewpoints and ideas.

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Inquiries:

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Moving Her Vision Nationwide

Since establishing London Day School in 2010, Founder and Director Danielle R. Lindner has earned universal praise from parents for bringing a new and groundbreaking educational vision to the community. As a result of her unprecedented success, Danielle has launched London Day School as a national franchise, paving the way for her curriculum to flourish in communities nationwide.

As a franchise, London Day School provides local entrepreneurs who are passionate about contributing to the families within their communities a unique and extraordinary opportunity. London Day School franchisees receive everything they need to establish and cultivate a growing business at a time when parents everywhere are seeking a viable option to daycare that delivers a fulfilling learning experience to their children.

London Day School represents a ground floor opportunity to join with top educators, a prestigious business team and a powerful and comprehensive new preschool curriculum to be part of an extraordinary industry – and contribute to young families throughout the community. More than ever, parents are searching for a far more enriching option than daycare. As the economy continues to evolve, parents are projected to invest more on child development as they focus on their children's future. London Day School's groundbreaking approach that addresses the needs of the whole child is bringing it to the forefront of the franchise world. London Day School classes are designed for parents that value an intimate classroom experience where teacher-to-student ratios exceed state standards, and an environment where families share a sense of belonging.

London Day School is a trendsetter, providing children with an unprecedented opportunity to forge a lifelong love for learning – and offering parents a uniquely protective and engaging learning environment that helps socialize their children, and inspire them to become educationally curious and motivated.

London Day School's singular concierge style of franchisee support and training program are designed to deliver the comprehensive support and tools required to launch a successful and economically rewarding school program into communities nationwide.

Franchisees have access to London Day School's meticulous educational, fulfillment and marketing programs. And unlike other franchises, The London Day School does not require franchisees to build facilities to look like every other location. The London Day School Franchise program enables those who are passionate about education to open a London Day School without an exorbitant capital investment.

For the increasing numbers of woman entering the workforce and become working moms, London Day School serves as a powerful community destination for their children - as well as an exceptional business opportunity for those who are passionate about early childhood education.

For franchise information, please visit: <http://londondayschool.com/franchise>

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London Day School Espouses Holistic Approach for Kids 6 and Under

By Mike Shapiro – The Alternative Press

London Day School is a private preschool and kindergarten academy offering enrichment and a holistic approach to child development.

The school's mission is stated to be a focus on "the superior enrichment and education of the young child." London Day School attempts to provide "a unique academic curriculum that fundamentally challenges and engages (its) young students, and is dedicated to enrichment, education, nurturing and social awareness."

A hands-on approach to learning is essential to the teachings at London Day School, as well as the development of a child's skills for thinking critically and creatively.

"When we opened up our doors in June of 2010, our vision was to provide a preschool experience that was not currently being offered," said Danielle Lindner, the founder and director of the London Day School. "We hoped that other parents would share in the vision that children should be challenged, engaged and excited every time they walked through our blue door, and sad to leave at the end of the day. We wanted students to become confident and strong in the basics, such as math, reading and writing, but we also wanted to make learning fun, stretch their imaginations and expose them to the arts, technology, science, literature, global learning and character education."

Providing a nurturing environment that can enhance kids' ability to develop curiosity and express creativity is also a paramount objective at London Day School.

"Approaching the child's education holistically with a scaffolding approach to learning was the ultimate goal," Lindner said. "After three years, we have done just that and more. The response to the program from both our amazing students and supportive parents has been tremendous. On any given day, you can walk through that blue door and find children, using their newly learned Spanish phrases, dissecting chocolate chip cookies as they experience what it would be like to be a paleontologist, planting seeds in the outside organic greenhouse, playing in one of the schools' whimsical crooked houses on the playground or demonstrating a choreographed dance in the gym."

The school has programs for children between the ages of 2 ½ and 6. Next fall, London Day School will expand its reach.

"Next year, (we) will offer a full-day kindergarten program that will adhere to the mission of the school, which is to engage, excite and challenge students in a nurturing, warm and inspiring environment," Lindner said.

London Day School Espouses Holistic Approach for Kids 6 and Under Cont.

London Day School's commitment to extending its structure beyond the basics has drawn positive feedback from parents whose kids attend the campus on the border of Florham Park and Madison.

"When visiting schools in which to potentially enroll our son, we noticed that all schools appeared to teach the basics such as letter and number recognition, sound recognition, and reading. The London Day School, however, incorporated into its curriculum things that other schools did not even consider," said Claudia Reis, a parent whose child attends the school. "For example, the London Day School emphasizes character education, kindness, citizenship and empathy in addition to cultural appreciation, music, drama, healthy eating, physical fitness and language education. Certainly, everyone wants their children to be smart and successful. My husband and I, however, are also particularly interested in raising well-rounded children who truly care about the people and the world around them. So you can imagine our excitement when we walked into a good-natured and gentle empathy lesson during our first visit to the school. We were only more thrilled to learn that 'empathy' is a cornerstone of the school's curriculum."

Lindner is writer of a series of "Character Education-based" picture books for children that address many of the issue and challenges children face at a young age. For example, "Sofia the Snail, the Little Snail that Was Afraid of the Dark" is being used by the school to address concerns kids have of the dark. Lindner has found that helping children overcome the fear of a dark room can be a daunting task for parents, making bedtime a nightly challenge.

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**LEADING WOMEN
ENTREPRENEURS**
& Business Owners

**The State's Top Business Leaders Join Together to
"Embrace the Future" with New Jersey's Leading Women**

*Danielle Lindner Founder of The London Day School of Morris County, NJ will be honored as a Top 25
LWE.*

Jersey City, New Jersey – November 16, 2015 – Time and time again, thousands of New Jersey's women entrepreneurs continue to impress with their admirable drive and business success. However, a selective group of twenty-five esteemed women far exceed the confines of traditional success and continue to push the boundaries with their businesses.

These highly regarded women entrepreneurs will be honored as the 2015 "Top 25 Leading Women Entrepreneurs" by LWE at the organization's 5th Annual Recognition Event. This year's theme, "Embracing the Future" will spotlight the efforts and impact that these respected business leaders and their companies have played and will continue to play in building a stronger and more innovative economic foundation for our state and the country at large. This group of talented and successful women, have been carefully selected by a respected professional advisory panel based on a criterion of innovation, market potential, and advocacy for women and community involvement.

The London Day School® was created by Danielle R. Lindner who saw a need for an enriching, challenging and socially engaging program for young children. A specially designed curriculum incorporates character education into a scaffolding approach to learning. Her program develops essential academic skills as well as children's social and emotional intelligence.

Lindner is also an accomplished children's author. Her acclaimed children's books feature enchanting characters who help children discover and appreciate a wide array of important social values.

In March of 2015, Ms. Lindner launched London Day School Franchising, LLC. to further her mission of bringing an exemplary early childhood program to the rest of the country and provide a means for others like herself to become financially independent while bringing this exceptional program to their community.

She is a married, mother of two children, and actively participates in projects that support the wellness of children in need.

"I am truly honored to showcase the talents and stellar leadership traits of these amazing women," says Linda Wellbrock, CEO and Founder of LWE. "Remarkably, each year our pool of hundreds of nominated applicants continues to get stronger and stronger; making it difficult for our advisory committee to select just twenty five. However, in the face of a constantly evolving and exceedingly challenging market, this year's featured women business leaders' creativity and entrepreneurial spirit exceed the others, as proven through their exceptional business skills and strong influences within their respective industries."

In 2015, a record nearly 500 nominations were received from women entrepreneurs and new this season *"intrapreneurs,"* corporate innovators, who are all accomplished, intelligent and inspired by their work. These trend-setting women make an impact in their companies, their industries and their communities.

Historically, honored LWE's support hundreds of non-profit organizations, employ tens of thousands of workers and generate billions of revenues in their businesses. These revenues are generated from New Jersey based companies that span from start-up businesses to global entities:

- 6% from companies that generate revenues under \$1 million;
- 13% from companies that generate revenues between \$1-5 million;
- 24% from companies that generate revenues between \$5-\$10 million;
- 25% from companies that generate revenues between \$10-20 million; and
- 26% from companies that generate revenues that exceed \$20 million.

Leading Women Entrepreneurs works to create, connect and showcase women leaders through prestigious media partnerships, events, memberships and retreats. The organization is supported by many prestigious business partners including: TD Bank, Cohn Reznick, Comcast, Morgan Stanley, Micro Strategies, Jersey Central Power & Light, Coughlin Duffy, Mass Mutual, Truvee and SocialFix and media sponsors include New Jersey Monthly, NJ BIZ and more.

This year's prestigious recognition event will take place at the scenic Liberty House Restaurant in Jersey City on Monday, November 16, 2015 beginning at 6:00 p.m. In addition to recognizing some of the state's top leading women, the event will also serve as an inspirational evening centered on "Embracing the Future," and will feature several prominent speakers who will share their personal stories and the key secrets of their success including Diane Brady who is an award-winning writer, interviewer, and former senior editor at *Bloomberg Businessweek*. She has interviewed newsmakers worldwide for the magazine and at events from the World Business Forum to the APEC CEO Summit. She has also taken a lead role in developing cross-platform initiatives and partnerships to reach new audiences. She's a frequent guest on NPR, BBC, and other networks, and has guest hosted shows for CNBC and the ABC radio network.

Event tickets are available to the public for \$150, Group rates are available by contacting Alyssa@lwenj.com and sponsorships are available. Register online at www.lweworld.com or call 908-568-5591.

Leading Women Entrepreneurs continues to recognize the hard work of New Jersey's top female entrepreneurs and intrapreneurs with a mission to create a sustainable, ongoing environment that brings leaders together and showcases their attributes and contributions.

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Why Parents Love LDS...

“The London Day School is an extraordinary school run and staffed by extraordinary people. When visiting schools in which to potentially enroll our son, we noticed that all schools appeared to teach the basics such as letter and number recognition, sound recognition, and reading. The London Day School, however, incorporated into its curriculum things that other schools did not even consider. For example, the London Day School emphasizes character education, kindness, citizenship, and empathy in addition to cultural appreciation, music, drama, healthy eating, physical fitness, and language education. Certainly, everyone wants their children to be smart and successful. My husband and I, however, are also particularly interested in raising well-rounded children who truly care about the people and the world around them. So you can imagine our excitement when we walked into a good-natured and gentle empathy lesson during our first visit to the school. We were only more thrilled to learn that “empathy” is a cornerstone of the school’s curriculum. We also love that LDS places a great importance on doing kind things for others such as drawing cards for our servicemen during the holidays, collecting food for those less fortunate, as well as collecting backpacks and books for foster children. The teachers’ ability to use those efforts as teaching exercises in the character education program is astounding and their ability to explain to my now-four year old that there really are children less fortunate than him is invaluable. Additionally, when visiting other schools we often noticed that teachers were . . . well . . . teaching — meaning that they were standing in the front of the room or in the center of the circle talking to or at the children. I have never witnessed a teacher do that at the London Day School. Instead, the LDS teachers are always engaged with the children at their level.

For example, the teachers sit on the floor with the children during play time and/or while reading. They also sit at the tables with them (in those tiny little chairs) while eating and simultaneously providing stellar examples of “good manners”. In their efforts to emphasize health and fitness, they also engage in the children in a GYM (Get Yourself Moving program) that teaches coordination through play, dance, yoga, traditional exercises, and stretching in a fun and enthusiastic manner. And the children grow their own food in a vegetable garden in the school’s green house while learning about sustainability and healthy eating.

To call the underpinnings of the London Day School's teachings a curriculum does not do that wonderful school justice. They have a Super-Curriculum that appears to be designed and implemented by amazing and talented individuals with a real love for children and the world around them!

I suppose that the difference between this and other schools are plentiful but perhaps those differences can all be summed up by saying that the teachers provide educational, arts, and emotional lessons through example in a caring and loving way, which makes the children yearn for more!"

-Claudia Reiss. – Parent

"Our son DJ had the privilege of attending the London Day School for two years until my job relocated me to another area. We could not have been more pleased with the level of care, attention, and academic instruction he received while he was a student there. Danielle Lindner has built a school with a loving and nurturing environment, genuine focus and understanding of each child's needs, world class teachers, and great communication with parents. DJ was given a solid foundation of ABCs and 123s, but was also nurtured and loved in a way that every parent would want their child to be when out of their own care. We loved the London Day School and thank them for giving our son a truly wonderful first experience at school!"

-Maureen Allen.

I love the caring, safe, and friendly environment at LDS. It provides structured education in a family-like setting.

-Pegeen Williams.

"During this time of year when we express gratitude for those things in our lives for which we are grateful, I would be remiss if I didn't personally thank you for the love, support, patience, guidance and teaching you have given not only to our beloved Emma but to Ernie and I as well. As you know, I researched carefully eight different places for Emma and I knew in my gut when I met Danielle and saw The London Day School that this was a fit. You also know that even when I had found this "fit" I was still unwilling to let her go even though I knew in my heart this was the place for her. People warned me when I was pregnant that I would never feel a love like the one you feel for your children, boy, did they understate the tidal wave of emotion I

would feel. Watching Emma blossom and grow, especially since her time at LDS, leaves me beaming with pride and joy.

Seeing her making friends and getting to hear about her personality through other people's eyes is a gift, each and every day. So, as we move into this Thanksgiving break, I thank you, sincerely and humbly, for the tremendous work you do with all of our kids, but especially with my own. I thank you for the hugs you have shared with Emma and with me, for the tears you have helped to soothe, both with Emma and me. I could not ask for better individuals to share in this journey with us. You are remarkable people and you do AMAZING work. Thank you, thank you, thank you."

-Roz and Ernie and Emma Ceberio

"LDS is a very nurturing environment. The phenomenal teachers, staff and administration take a vested interest in the development of each student. As a parent, we highly recommend this school to others!!"

- Reena Pally.

"Gracie couldn't wait to get back to school after the LDS summer program ended. She's grown so much in such a short time. LDS has not only enhanced her social skills, but has also shown us her love for learning and independence. The staff is amazing... simply amazing."

- Andrea Shemeley.

"My son has flourished both academically and socially at the London Day School. There isn't a day that goes by that he does not learn something new there and a once shy boy around other children is now proudly responsible for calendar duty and able to hold his own in any crowd. This is a wonderful school run by wonderful caring people who are truly interested in the success of these children."

- Scott Gorman.

I love the positive energy and the nurturing environment at LDS as well as the warm smiles on the faces of staff and students alike.

-Rebecca Pennington.

When our daughter entered public school after attending the program at The London Day School, we were so happy to hear that she was one of the best prepared children for the academic program ahead.

-Lynn Williams.

Kind Kids Character Education Book Series



Current Books Titles

Arabelle - The little bat with the most wonderful pink glasses

Children often struggle with feelings of insecurity at some point in their childhood. When children feel that there is something about them that makes them “different” from the others in their peer group, they often express fear, sadness and anger. Some children are afraid that they are too short, too tall or just don’t fit in. One of the most important things we can teach our children is that our differences make us special. In Arabelle, The bat with the most wonderful pink glasses, Arabelle struggles with the idea that if she has to wear glasses, she will not be the same as her friends and they will taunt and tease her. She quickly learns that we are all different in our own special way, and, in fact, having new pink glasses proves to be absolutely wonderful!

★★★★★ Absolutely delightful!

By [njprof](#) on July 4, 2013

Format: Paperback

So glad to see another book following on "Sofia the Snail." "Arabelle" is an absolute delight, and its message is one from which many, many children will benefit. Once again, both the rhymes and the illustrations complement each other beautifully, and Lindner has found an ingenious way of making her words touching, humorous, and instructive all at the same time.

Sofia the Snail - The little snail that was afraid of the dark

Helping children overcome the fear of a dark room can be a daunting task for parents, making bedtime a nightly chore. Sofia the snail, “The little snail who was afraid of the dark,” is a charming story that addresses a child’s fear of bedtime darkness. The colorful pages and poetic tale offers parents a whimsical way to comfort even the most nervous little sleeper.

★★★★★ Excellent books for preschoolers and school-age children to discuss typical development, challenges, and being different

By [Kimberly Lubuguin](#) on June 27, 2015

Format: Paperback | [Verified Purchase](#)

Sofia the Snail: The little snail that was afraid of the dark is one of four books in Danielle R. Lindner's M.A. children's collection that discusses being afraid of the dark and how to manage and overcome that. This book does an excellent job of addressing the topic for preschool and school-age children. This book like all of the others in the collection is beautifully written and engaging for children and has lovely graphics. I recommend this and the others in the collection for parents, caregiver's, teachers, therapists, storytime, and waiting rooms. As a child and family therapist, aunt, and parent, I highly recommend these books for discussing typical development, challenges, and being different with preschool and school-age children. Betsie Bee: The little bee who learned how to share and care in preschool, Arabelle: The bat with the most wonderful pink glasses, and most recently Koby: The little kangaroo who worried all day.

Betsie Bee - The little bee who learned how to share and care in preschool

Betsie Bee - The little bee who learned how to share in preschool, is a book for children who are either just starting school or need to learn how to share with a new friend or sibling. A child's first experience in school is often the first time they are expected to share with others, work collaboratively, and patiently wait their turn. Betsie Bee is the little bee who learns that sharing and caring for others brings wonderful rewards.

Not yet rated



Jaxie Giraffe - A short story about a tall giraffe

Jaxie is a happy “little” giraffe who loves playing with his friends and “fitting” in. One morning he wakes up to realize that he is not so “little” anymore. He is afraid that he may not “fit” in with his friends as well as he did before he grew so tall. As the story progresses, Jaxie realizes that being tall or short both have their advantages. Jaxie finds out that being happy with yourself is the biggest advantage of all.

Not yet rated

Koby – The little blue kangaroo who worried all day

Koby the little blue kangaroo is a lot like many of our children who spend much of the day being worried. Koby worries about things like being late for school, or forgetting his lunch. He worries about losing a friend or losing a game. He even worries about not worrying. With his worries keeping his mind busy and his tummy in a tizzy, Koby comes to learn that worrying really doesn't change any of the things he worries about. With a little practice, he changes his worries into happy thoughts. Koby doesn't stop worrying forever, but he sure worries a lot less!

★★★★★ I LOVE this cute and thoughtful book

By [Laurn](#) on June 3, 2015

Format: Paperback

As a mom of a child who worries, I LOVE this cute and thoughtful book. Touches on the serious subject of excessive worrying in a light and fun way. Highly recommend for your little worrier!

Rupert - The little puppy who ran out of tears

Teaching our children about patience, tolerance, taking our turn and being "Ok" when things don't always go our way, can be a daunting task for parents and teachers. Rupert, The little puppy who ran out of tears is the story of a puppy who rants and raves, cries and pouts to get his way and learns that using his words is a much better way to communicate with both his teacher and his friends. He also learns that sharing, caring and communicating without his tears and with his words instead, is the way to go!

★★★★★ a Rupert that we all love and rather see laughing than crying

By [hadj m danan](#) on November 17, 2014

Format: Paperback

There's a Rupert in every family, a Rupert that we all love and rather see laughing than crying, this is a fun and a great book to help parents teach children patience, communication and sharing. The writing is absolutely delightful, and the illustrations are colorful and very funny. This is a book your child will ask you to read again and again, the words and phrases rhyme in perfect way you will hear you little once reading them with you, they will remember this book. I will order the other 3 books from this writer as Christmas gifts for family and friends.