

"Once there was a baby bear who lived at the top of the world..." So begins *Sleighbear*, a gentle, often humorous Christmas story by award-winning author/illustrator Virginia Wright-Frierson. But this is no ordinary Christmas book – a tap of the screen lets you watch the little bear make snow angels, play hide and seek with her animal friends, and listen to sounds of Santa's elves making toys. The original watercolors and timeless story remind adult readers of children's literature of the past and *Sleighbear's* animation previews the future of interactive book technology. *Sleighbear* is available now for download for phones and tablets on the Apple App Store (<https://itunes.apple.com/us/app/sleighbear/id1445593675?mt=8>) and on Google Play (<https://play.google.com/store/apps/details?id=com.Frierson.sb>) (\$1.99 - special sale!).



Wright-Frierson is an award-winning children's book writer and illustrator with multiple national awards for her children's books on the Sonoran desert, North Carolina's barrier islands and the North American rain forest. With *Sleighbear*, she has invented a gentle story about friendship and working hard to fulfill your dream, and with the help of a professional game designer, she has created a fully interactive book/app. (See an app preview at: <https://www.youtube.com/watch?v=yxkj2y6WUZQ>). This is her first foray into interactive media, after a storied career in fine arts and illustration, including multiple national awards and several major art commissions (for details, see [viriniawright-frierson.com](http://viriniawright-frierson.com)).



The development process was a family affair, with her 4 year old granddaughter voicing the baby bear, and her son composing the music. Her nephew and his wife provided the Spanish translation and voiceover.

*Sleighbear* is a story of friendship, determination and the joy of Christmas. A baby polar bear sees the reindeer flying and wants to learn to fly too! You'll fall in love with the little bear and her owl, fox, and reindeer friends as they work and play together. The events that unfold on Christmas Eve

are sure to make young ones laugh in delight! As one 5-star review for *Sleighbear* on the Apple App Store puts it, "The hand-painted illustrations in this book are little worlds you and the children in your life will want to return to again and again."

