

For Immediate Release

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Barbour Jumps into Kids Market with New Twin Sisters® Partnership

Uhrichsville, OH—Barbour Publishing is pleased to announce the launch of our new imprint Shiloh Kidz. This brand-new imprint will be offering a wide-range of educational products as well as devotionals, Bible stories, Bible reference, and fiction for ages three-to-twelve with formats that move beyond the traditional books and include boxed games, stickers, and board books.

“Our vision for Shiloh Kidz is to develop kids’ products rooted in biblical truth, and it’s important that those products also teach, encourage, inspire...and if they entertain along the way, even better” says Kelly McIntosh, Barbour’s VP Editorial. To accomplish this we’ve partnered with Twin Sisters® in a unique licensing partnership. Twin Sisters® is well-known in both the Christian and Educational markets and has over 27 years of experience. They have been dedicated to producing the highest-quality book and music products in the market today. “Being the Christian content-provider for Barbour Publishing’s newly launched “Shiloh Kidz” brand is an honor. It allows us to focus on creating products that share the message of Christ” adds Kim Thompson, President of Twin Sisters®.

Brand-new titles from this partnership will be launching in November 2014 with six titles including *My First Bible Color and Trace Book* and *My First Memory Match Game: Noah’s Ark*. Kelly McIntosh says “I’m looking forward to this partnership with Twin Sisters®. Adding their experience for already-proven titles to the Shiloh Kidz catalog is really exciting for us—and nicely rounds out our mix of kids’ product offerings.”

In addition, Barbour Publishing will be taking over distribution and production of seventy-one Twin Sisters® titles that are currently available in many Christian retail outlets. As titles go back to reprint, they’ll be rebranded as Shiloh Kidz. Customers currently ordering this group of products will be transitioned to Barbour and will be contacted by their reps to help make sure there is no interruption of service.

“We have been impressed with Barbour Publishing’s business and dedication to the Christian market. This strategic partnership will allow our Christian music and educational content to continue to impact teachers, children and families.” says Karen Hilderbrand, CEO of Twin Sisters®. With the addition of the Twin Sisters® product to the Shiloh Kidz imprint, it will create new opportunities for many customers who may not have had a chance to retail it to their customers.

About Barbour Publishing

Barbour Publishing is the leading publisher of promotional Christian books and releases 300-350 titles annually in a variety of categories including devotional, inspirational, Christian living, fiction, reference, youth, and children. For more information, visit www.barbourbooks.com.

About Twin Sisters®

Over the past 27 years, Twin Sisters® has been producing music for children for both the educational and Christian marketplaces. Their product line has expanded to include educational workbooks, flashcards, read & sing along books, floor puzzles, common core aligned products and more. With over 40 million albums sold and 170 awards, including nine Record Industry Association of America (RIAA) certified Gold albums and one Platinum album, for excellence, creativity, and overall value, Twin Sisters® positions itself as the leader in children's educational music.

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