

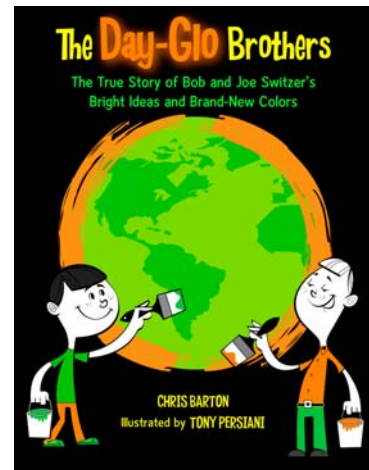


For Immediate Release

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The Day-Glo Brothers

Chris Barton • Illustrated by Tony Persiani



July 2009
ISBN 978-1-57091-673-1 \$18.95 HC
Ages 7–10 • 8 ½ x 11 • 44 pages
Full-color illustrations

Making the world a brighter place.

Brothers Bob and Joe Switzer wanted different things out of life. Bob was hardworking and planned on becoming a doctor so he could save lives. Joe was less industrious, but he had a clever mind and dreamed of dazzling crowds with his magic tricks. But after Bob was injured and laid up in a darkened basement to recover, the brothers made a discovery that would change both of their lives—colors that glow in the dark and in the light. We now call them Day-Glo.

This picture book biography tells the story of two brothers who combined their interests and talents to come up with the formula for fluorescent inks and paints that have been used in advertising, art, and even by the military in World War II.

Tony Persiani's fun cartoon-like drawings gradually gain color from their flat black-and-white beginnings until they burst with a Day-Glo gleam.

Chris Barton writes about books for children and young adults on his blog "Bartography." He lives in Austin, Texas.

Tony Persiani has created bold and expressive illustrations for newspapers, magazines, television channels, and even sports teams. Tony lives in Boston, Massachusetts.

To receive a review copy or to arrange an interview with the author or illustrator, please contact Donna Spurlock at (617) 926-0329, ext. 122, or via email at dspurlock@charlesbridge.com.