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FOR IMMEDIATE RELEASE

NEW BOOK PROMISES FRESH SPIN ON MUSLIM HOLIDAY TRADITION Storybook characters promise a fun-filled journey for children everywhere

Little Big Kids, a forward-thinking cultural lifestyle brand, is proud to announce the second in a series of innovative children's books, *Ilyas & Duck and the Fantastic Festival of Eid Al-Fitr*. Little Big Kids is underway in transforming the Muslim children's literature market, with their first book, *Ilyas & Duck and the Search for Allah*, creating insatiable demand and positive reception for new books. The dynamic characters, engaging storyline, and positive lessons satisfy both the needs of young readers and concerned parents looking to bring in quality literature to bedtime repertoire.

“So often, we have instances in which kids experience traditional holidays in America, like Christmas and Hanukkah, and it was my hope to ensure that Muslim children realized that we have our own traditions, the festival of Eid,” author and Little Big Kids founder Omar Khwaja said, “My mission was to write a story in which children could see Eid at the same level as these other holidays, further strengthening their Muslim identity. If we position Muslim holidays in a way that isn't foreign to children, it does wonders for them to familiarize with something that is otherwise difficult to understand.”

With the release of *Ilyas & Duck and the Fantastic Festival of Eid Al-Fitr*, Little Big Kids hope to continue representing their desire to instill heart and soul in everything they do. Little Big Kids customers can continue enjoying the same adherence to quality products, positive storylines and commitment towards a bigger goal that remains the pulse within past products. The book can be found online at littlebigkids.com or in select retailers internationally.

About Little Big Kids

Little Big Kids is a cultural lifestyle brand for children, centered on Arabic and Islamic themes. Established in 2007, our mission is to create vibrant products that induce adventure and excitement, as well as encourage families to share their love of childhood with a unique twist. For more information about Little Big Kids, you can call 703.957.0591 or email ok@littlebigkids.com.

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