

# Anili

The ethical game,  
book and toy company

## Anili press clippings and media coverage 2011



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Brightly coloured and fully functional, each piece of Terra Kids equipment is designed to educate children about nature in many situations. For example, the Terra Kids Microscope can be used even in poor daylight, as when the battery compartment is opened, LEDs illuminate the subject up to 30 times. Supplied in its own compact bag, the microscope comes with everything needed to explore the tiniest specimens including tweezers, microscope slides, cover foil and four compound capsules. For long distance observations such as birds or even a close up view of a shy deer or fox, Haba's Binoculars can have the subject firmly in focus with powerful ten times magnification, while the mini-compass in a carry case will give an indication of the creature's location. The Anglers Set is supplied with the necessary equipment to bring about a first big catch. There is a telescopic fishing rod and landing net, hooks, floats and weights, while a zippered bag keeps everything tidy and organised. As well as a range of lights, pouches and a variety of simple first science gadgets and equipment, Terra Kids teaches children about physics with some hands on experiments. Haba's Experiments for Explorers includes three science kits to choose from, with activities to teach them about the science behind wind power, colour and how to create a range of professional knots.

ANILI

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This month sees the launch of a new series of story books, especially designed to help children from pre-school to seven years old develop their literacy skills. Each book explores a different area of language, allowing children to focus on one aspect at a time, while enjoying a story and developing basic skills. The graded series of books, The Lit Set, complements the curriculum up to the end of Key Stage 1. The stories are written in verse and address green topics covered within the curriculum. The hand-drawn illustrations are designed to encourage reluctant readers to remain engaged and to help inspire children who aren't able to read on their own to develop listening skills. Each book focuses on a separate aspect of language: opposites, synonyms, similar sounding words and more. There are also games at the end of each book designed to reinforce learning, together with guidance for parents and professionals. The Lit Set is the brainchild of Cynthia Berman of Anili – the ethical game, book and toy company – whose range of products are created to develop children's core literacy and numeracy skills. Berman comments: "There are sound educational principles underpinning each book and game. When children are entertained they learn more easily, so our focus is on creating educational games, books and toys that they'll love." The first book is called *Sun and Storm* and teaches children about using opposites. *Forest Fun* introduces word groups (animals and food), *A Tale of Tails* highlights homophones and the rest of the Lit Set is due to follow.

**Toy News Magazine March 2011**  
(Editorial in the new features section)

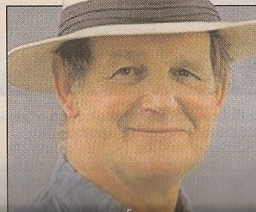


On World Book Day, Darren Slade speaks to two Dorset women whose children's publishing business has attracted some high-profile approval



A FEW hand-written lines from former Children's Laureate Michael Morpurgo are just the endorsement that two Dorset women need. "I thought Sun And Storm was a delightful play on words and pictures. So bravo!" wrote the author of War Horse and Kaspar. "And bravo too for all you are doing. Anything we can do to bring stories to children and children to stories is much needed."

Sun And Storm is one of four books



Bangor University, and then the testimonial from Michael Morpurgo.

The initial four books range from Sun And Storm, aimed at children from 18 months to three years, to Cosmic Council: The Saturnian Rings, an adventure which complements key stages one and two at school. The books are priced £4.99 or £5.99 and come with games which can be cut out or photocopied.

Emma and Cynthia are in negotiations with Gardners Books, the

**NEW CHAPTER:**  
Cynthia Berman and  
Emma Henley

Picture: SALLY ADAMS



## Echo's big day is just the job

A RECORD number of exhibitors will be at the biggest ever Daily Echo Jobsfair today.

The free event takes place at the Premier Inn on Westover Road, Bournemouth, from 11am to 7pm and features dozens of recruitment stands from Nationwide to Yellow Buses, Betterware to JP Morgan, all looking to fill vacancies across a wide range of disciplines.

Best Training career and training advisors will also be on hand, offering one-to-one sessions and workshops on interview skills and CV building. To book a workshop session call Best Training on 0845 450 8600.

The Jobsfair is once again sponsored by Health-on-Line, a Bournemouth-based company providing Private Medical Insurance.

Daily Echo recruitment manager Angela Boyer said: "We are pleased to open the Daily Echo Jobsfair until 7pm this year, with a last entry at 6.30pm."

"For the first time we are opening later in the evening to give people in employment or with other daytime commitments the chance to attend."

## Moped rider hurt

PARAMEDICS rushed a teenage moped rider to hospital following an accident in Poole's Constitution Hill Road on Tuesday evening.

A FEW hand-written lines from former Children's Laureate Michael Morpurgo are just the endorsement that two Dorset women need.

"I thought Sun and Storm was a delightful play on words and pictures. So bravo!" wrote the author of War Horse and Kaspar. "And bravo too for all you are doing. Anything we can do to bring stories to children and children to stories is much needed."

Sun and Storm is one of four books published by Anili, a two-woman business dedicated to books that are educational, environmentally friendly and ethically sound.

The idea came about after Emma Henley and Cynthia Berman enrolled on the same sewing course held at St John's Church Hall, Westbourne. But this is no vague pipedream. The pair have formed a serious business partnership which is already on the verge of getting the books stocked in the national chains.

Cynthia, who wrote the books, is experienced in child development and early years education, and spotted a gap in the market for books that took the right approach to literacy.

"We decided we'd make the medium the message, put forward sound educational stuff in a really fun way," she said.

Cynthia, a grandmother in her early 60s, says she knew within 10 minutes that Emma was her ideal business partner. Aged 39, with extensive experience in marketing, Emma had creative skills and the business acumen to see the project into print.

The pair hired local illustrators and designers and found a printer capable of producing the books on recycled paper.

In order to interest the national booksellers, they decided it would be important to get high-profile endorsements early on.

First came one from David Crystal, honorary professor of linguistics at Bangor University, and then the testimonial from Michael Morpurgo.

The initial four books range from Sun and Storm, aimed at children from 18 months to three years, to Cosmic Council: The Saturnian Rings, an adventure which complements key stages one and two at school.

The books are priced £4.99 or £5.99 and come with games which can be cut out or photocopied.

Emma and Cynthia are in negotiations with Gardners Books, the national wholesaler whose business is key to placing titles with national chains such as Waterstone's.

In order to be in that market, they decided they had to commit themselves to producing 10,000 copies of their four titles combined, so Emma's home is packed with books.

"It's a huge financial commitment for us both," says Emma. "Everything else is on hold. My full-time job is Anili. There's zero income at the moment."

But if the gamble pays off, enrolling at Mary Wallander's Westbourne sewing class could be one of the best decisions the pair ever made – even if the sewing has been neglected for a while.

**Bournemouth Echo**  
**3<sup>rd</sup> March 2011**



## 19ten announces their new service

19TEN, the successful guest list service based in Dorset has announced the launch of their employee benefit scheme and free party planning service.

The company, whose services up to now have been focused on free guest lists for Bournemouth and Poole's premier night time destinations, have launched these exciting new services as a reaction to the growing demand for corporate entertainment in the Bournemouth locality.

Local entrepreneur and Bournemouth University graduate Simon Brooks founded 19ten in early 2010.

Brooks has gained vast experience in the night-time leisure industry, and is now carving his niche around Bournemouth's nightclub, restaurant and bar industry.

After noticing a gap in the market for corporate entertainment, he reacted quickly to create the first leisure-marketing agency in Bournemouth to offer a completely free guest listing and event planning service.

These services are already being taken advantage of by Bournemouth's biggest employers: companies such as Liverpool Victoria, Silly Group and Richmond Group.

Most notable is the Nationwide Building Society, whose collaboration with 19ten on the organising of their recent charity event, in association with Julia's House, generated in excess of £50,000 for the Dorset Children's Hospice charity.

19ten is not only helping the companies of Bournemouth, but is working on a national scale to help bring more corporate business events to the Bournemouth area.

19ten organises everything from team-building activities, conferences and staff parties to corporate hospitality and Christmas parties.

The event planning service promises to save companies thousands of pounds by offering the service for free and taking advantage of 19ten's extensive contact list to guarantee the best deal available.

The employee benefit scheme works by offering employers the chance to join up and issue their employees the 19ten card (or include the 19ten logo on their staff passes) which gives the bearer privileges such as priority entry, free entry, drinks discounts and food discounts in some of Bournemouth and Poole's most prestigious bars, clubs and restaurants.

Included are 'Bar So', 'Breeze', 'Penthouse Nightclub', 'Ink Bar', 'Print Room' and 'Kukui'.

19ten is now in negotiations with Southampton's leading venues.



■ Emma Henley (right) and Cynthia Berman (left) with some of the 10,000 books they have printed under their company Anili

# Sewing their way to the best sellers

By Darren Slade

IT started as a meeting of two women at a sewing class in a church hall.

But now a Dorset business has launched four children's books into the national market, with the help of an endorsement from former Children's Laureate Michael Morpurgo.

Anili is a two-woman business dedicated to books that are educational, environmentally friendly and ethically sound.

The idea came about after Emma Henley and Cynthia Berman enrolled on the same sewing course held at St John's Church Hall in Westbourne, Bournemouth.

But this is no vague pipe dream. Instead, the pair combined their talents into a serious business partnership.

Cynthia, who wrote the books, is experienced in child development and early years education, and spotted a gap in the market for books that took the right approach to literacy.

"We decided we'd make the medium the message, put forward sound educational stuff in a really fun way," she said.

Cynthia, a grandmother in her early 60s, says she knew within 10 minutes that Emma was her ideal business partner.

Aged 39, with extensive experience in marketing, Emma had creative skills and the business acumen to see the project into print.

"We decided to go with four books," said Emma.

"Having spoken to education professionals and doing thorough comparative research of what's out in the market place, we made the business decision to go with the series."

The pair hired local illustrators and designers and found a printer capable of producing the books on recycled paper.

In order to interest the national book-sellers, they decided it would be important to get high-profile endorsements early on.

First came one from David Crystal, honorary professor of linguistics at Bangor University, and then the testimonial from Michael Morpurgo.

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But if the gamble pays off, enrolling at Mary Wallander's Westbourne sewing class could be one of the best decisions the pair ever made – even if the sewing has been neglected for a while.

Details can be found at [anili.co.uk](http://anili.co.uk)

## Radio Solent Interview

Monday 2<sup>nd</sup> April

Oh was a little nervous being interviewed for Radio Solent about my stall at Boscombe Vintage Market on Saturday, but Katie Martin was great. Listen to me talking about the launch of Anili, our products and all about Boscombe Vintage Market at [www.aniliblog.posterous.com](http://www.aniliblog.posterous.com) P.S. I'm a few secs in!







**London Book Fair  
Earl's Court  
Monday 11<sup>th</sup> April 2011**

Cynthia gave a 15 minute presentation on our books and our ethos to the fair's audience

We also featured Tale of Tails in the New Title Showcase section





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Designed to help children aged 18 months to 7 years develop stronger literacy skills.

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**Forest Fun**  
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Each book explores a different area of language; like opposites, homophones, word groups, letting children focus on one aspect of language at a time while enjoying the lovely story and captivating pictures.

**Complements Early Years to KS1**  
**Fun card games in each book**

*'Bravo' says Michael Morpurgo about*  
**Sun and Storm**  
by Cynthia Berman  
Illustrated by Pipa

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**Anili**  
The ethical game, book and toy company

Call Emma on 01202 630054 or email [info@anili.co.uk](mailto:info@anili.co.uk) (quote TN1).  
Check us out at [www.anili.co.uk](http://www.anili.co.uk)

**Teach Nursery Magazine 20<sup>th</sup> May 2011 (to be released)**

¼ page advert (this is a draft design) along with an independent book review on Sun and Storm will be featured

Follow-up adverts and independent reviews on Forest Fun and Tale of Tails are due in July and September editions