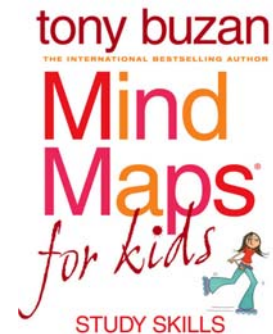
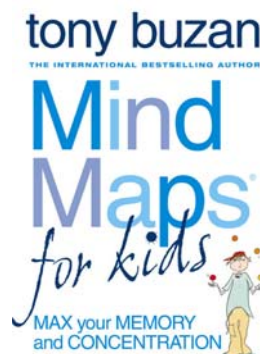
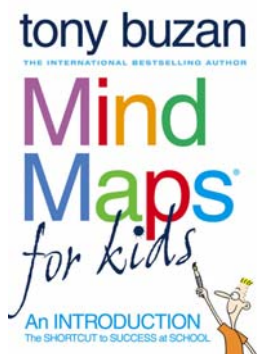


Mind Map® *your* child's route to a **happier, healthier** life - with **revitalised self-esteem** and **enviable creative and organisational skills!**

Bright child? Lazy child? Gifted and talented, special needs? Is your child steaming confidently through the early years of education and social interaction - or struggling to cope, disorganised and frustrated?

Mind Maps for Kids: An Introduction (rrp £14.99), *Max Your Memory and Concentration* (rrp £12.99) and *Study Skills* (rrp £12.99) are published by Harper Collins and available from www.buzanworld.com and all good book stores.



For every marvellously unique little individual out there, whatever his or her skill-level or situation, there's a **proven method to fast-track your child's route to success** and unlock the key to the fulfilment of his or her true potential, with Tony Buzan's world renowned, revolutionary learning and creative technique - the Mind Map®.



Regularly billed as 'The world's leading author on the brain and learning' Tony is passionate about providing each and every child with the most effective 'brain tools' available, so that learning and the educational process are fun, straightforward and, above all, accessible to all, whatever his or her potential.

Mind Maps for Kids - *everything* you need to know ...

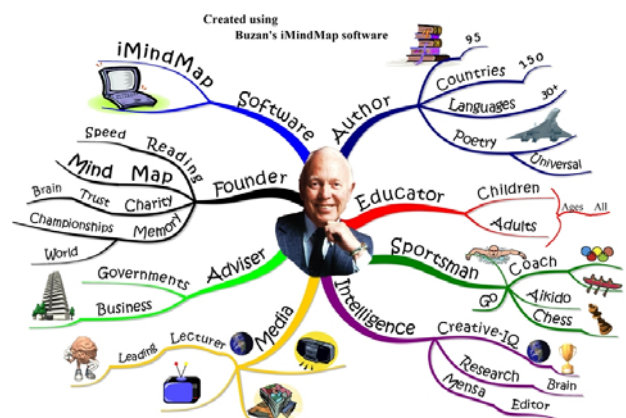
The author or co-author of more than 100 books, Tony's highly popular and respected series of **three colourful and appealing books**, written specifically for children, places the essential tools for a lifetime of fun, creative learning and invaluable memory skills firmly into their hands.

Tony has devoted his working life to travelling the world promoting **Mental Literacy** – teaching adults and children alike how to learn, create and use their brains effectively.

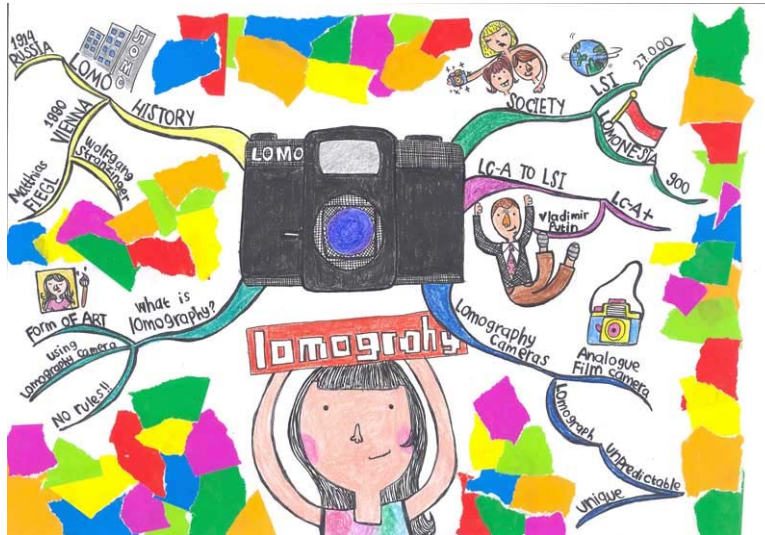
"Over many years' experience I've been able to demonstrate that every child is potentially brilliant, with a phenomenal imagination" says Tony. "It is our responsibility to nurture that imagination, and to teach children HOW to learn by providing them with essential tools to help them understand, recall, note and study- maximising the use of their brains and empowering them to achieve their full potential. A Mind Map is the tool that can help our children to learn how to learn anything – the thinking tool, or the 'Swiss army knife' for the brain."

So how does Mind Mapping work?

The first rule of Mind Mapping is the use of a central key idea and its associated image. Flowing lines from the centre contain key words – each line has a single key word and the lines are thicker near the central image, becoming thinner as they radiate out.



Crucially, a Mind Map must also have colour, symbols and drawings - as from birth, the brain associates ideas with images and colours, and remembers concepts better when these elements are incorporated.



Tony teaches children the world over, in settings from school halls and public theatres to art galleries, board rooms and embassies... and he famously taught Mind Mapping to 9,000 children in two sittings in the Royal Albert Hall in 2005.

Mind Maps provide a unique way of organising information in a highly creative and memorable way, and are relevant to all children whatever their age or skill levels. Significantly, they are particularly helpful to the many children who favour visual learning techniques - including those with special needs and learning difficulties whose organisational skills and confidence are so often severely challenged.

Tony Buzan's Mind Mapping Books for Children

- ✓ ***Mind Maps for Kids : An Introduction*** explains the magic formula and is packed with jokes, cartoons and brain teasers. It will help children to unlock their imaginations by thinking creatively, make clearer and better notes, and improve their all-round concentration.
- ✓ ***Mind Maps for Kids : Max your Memory and Concentration*** shares the amazing memory techniques behind Tony's master mind – showing children how they too can become champions of their own memories and enjoy even greater self-esteem and success. It will help them to memorise virtually anything

permanently, recall information under pressure and cut study time right down... with amazing results!

- ✓ The final book in the series – ***Mind Maps for Kids : Study Skills*** – is a fun and practical workbook, helping children aged 7-14 to remember facts and figures with ease, plan answers calmly during exams, and overall make studying fun and enjoyable.

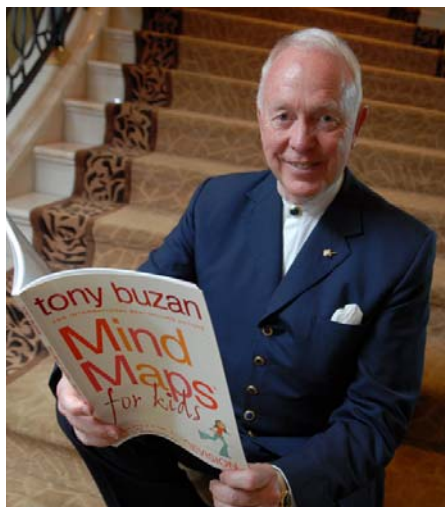
A global phenomenon used by hundreds of millions of people of all ages since its introduction over 40 years ago, Mind Mapping has become an essential learning tool in schools, colleges, universities and commercial and government operations around the world. It has been calculated that every second of every day, someone somewhere in the world is creating a Mind Map!

Readily accessible to children and adults alike throughout the world, Tony Buzan's incredible Mind Mapping techniques are proven to have an enormously positive effect on the confidence and self-esteem that's crucial to our children's happy survival in today's hectic and demanding environment.

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NOTES FOR JOURNALISTS AND BROADCASTERS



Tony Buzan has worked with educational establishments, governments, Olympic athletes, global businesses, academics and high profile individuals to help them train their brains, improve their memories and unleash their mental capacities.

The author of over 100 books in 35 languages and the creator of the World Memory Championships, he lectures on the techniques of Mind Mapping and Thinking - all over the world.

Visit: www.buzanworld.com

WE'RE HERE TO HELP YOU!

For **HR images, review copies, interviews/Q & As** with Tony Buzan or further information please contact:

Ray Hodges at HPS PR on 01628 894793

or email r.hodges@hpsgroup.co.uk

PRODUCT AS PRIZES PROMOTIONS/GIVEAWAYS

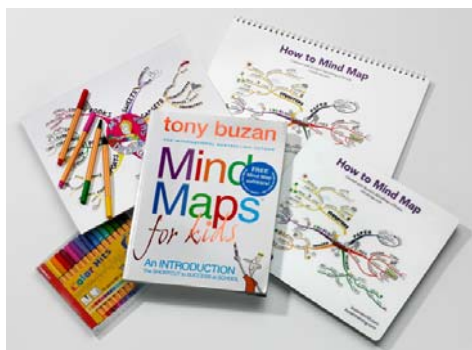
We are also prepared to provide a limited number each title as a 'PRIZE PACKAGE', WORTH **£30 each**. Please get in touch with Ray if you would like to organise these, or any other type of promotion.

There are three Kits to choose from:

STARTER KIT – Mind Maps for Kids: *Introduction*

MAX YOUR MEMORY KIT – Mind Maps for Kids: *Max your Memory and Concentration*

STUDY SKILLS KIT – Mind Maps for Kids: *Study Skills*



Included in each Kit are: *The relevant 'Mind Maps for Kids' book, a set of 15 Stabilo 'Color Hits' mini fineliners*... plus a Mind Map mouse mat and sketch book.*

* **About Stabilo's 'Color Hits'** (rrp £8.11 incl. VAT): They're going to the top of the charts - music and writing have never been closer than this! Each brightly designed CD case contains fifteen Point 88 mini fineliners, to be used on your desk - and then easily slipped into your bag. These pens are perfect for adding colour to your Mind Maps – and to your school work.