

Daily Fairy Tales News



BEATRICE HAS A DREAM! SHE WANTS TO BE A BUS DRIVER!

DAILY FAIRY TALES LAUNCHES
THE

The Beatrice and the London Bus DRAWING COMPETITION!

**to help children learn about, engage with their
city, overcoming urban isolation, marginalisation and
develop self-acceptance and a stronger city identity.**

*A 9 year-old girl and her Bus friend journey's across
London's LIBRARIES, SCHOOLS AND HOSPITALS .*

London based Author Francesca Lombardo brings hope, courage, determination and urban culture to young people with the first volume of her newly released children's book series: **Beatrice and the London Bus**.

As part of the book series promotional campaign, Daily Fairy Tales has launched a recurring -ten-days-monthly community project during which, the author will visit every month schools and libraries of selected London boroughs, starting with the Southwark and Lambeth schools and libraries in April where the author has delivered her message and met 500 plus children in the borough schools and libraries.

Each organization (schools and libraries) is then invited to enter the **Beatrice and the London Bus competition** with drawings produced during the workshops delivered as part of the author events and workshops.

The competition includes three categories :

1) State schools 2) public libraries 3) schools' hospitals.

The winning team will be announced in December 2016.

*The prize is a fun London based activity for the winning team
and a monetary prize (TBC) for the winning organisation (school or library)*

to be reinvested in children's activities

A real tribute to London and its transport heritage, and an inspiring and empowering read for youngsters, *Beatrice and the London Bus* has already received encouraging reviews from multiple sources.

Beatrice and the London Bus not only speaks to the hearts of children, but is quickly being recognized as a tool for parents and teachers to help youngsters learn about self-acceptance while overcoming obstacles, trusting their imaginations, understanding the world of the grown-ups, and learning about cities, history, culture and heritage in a fun and entertaining way. The series encourages children to develop fundamental aspects of social responsibility by teaching them how to be part of an important community in even the largest of cities, like London.

WHAT INSPIRED THE WRITING OF THE BOOK SERIES?

Francesca Lombardo found inspiration for her book series one day at a Starbucks by the Royal Free Hospital in Belsize Park. Having worked in that area for two years, she had often found herself staring at the bus parked on the bus stand in front of the cafe. One day, as she was going through a challenging time, she wrote a little song for Bus n. 168 via Waterloo, imagining and wishing he'd take her away from her problems. The positive energy she got from allowing herself to develop trust in an imaginary being, just as a child does – a London Bus, in this case – let her tap into her imagination with complete freedom. Her strong commitment to finish the series became her therapy, her path through her troubles. Francesca Lombardo is now a strong advocate for the importance of encouraging children to use writing and imagination to create stories helping them build self-esteem, learn to trust others again and cope with difficult issues or challenging experiences in a positive way. The character of Beatrice embodies her hopes.

The author has developed a creative drawing and writing workshop method to help children develop the skills needed to write fantasy stories in a short space of time using spin-off ideas from the Beatrice and the London Bus series. By creating spin-offs, children will learn there are thousands of stories that can be created from an existing book or existing characters. Her key message is: "Writing is not in the domain of specially talented people or grown-ups; writing and storytelling is something kids can and need to do at any time, regardless of their story's outcome or recognition, as a way to represent and express their inner conflicts and problems.

Synopsis (Volumes 1-2-3)

A MODERN FAIRY TALE

A modern fairy tales about a lively and curious 9 years old whose most cherished dream is to be a Bus Driver and meeting a talking London Bus, something she gets bullied at school for, but that will take her to explore and discover her city -London - meet all its secrets inhabitants (dreamy, moaning grumpy famous famous talking buildings and tourist attractions) and VIGs - very important grown ups - (a Queen - prisoner of her now palace – who has a secret dream), the Mayor of London (who has two big secrets of his own), while she discovers her beautiful, strong self and the astonishing power of her dreams.

Beatrice, a lively and curious 9-year-old girl, is bullied at school and ignored at home. As she writes her long list of dreams to cope with a world in which she doesn't fit, she grows determined to follow her most cherished dream: driving a talking London RM 168 via Waterloo (vol.1). One day, she finds out a few of her dreams are not mere fantasy. The talking London Bus really exists, but only people with great imagination – people like her – can hear him talking.

As Beatrice embarks on an adventurous journey around the city with her new friend, she

discovers a secret world inside the city that only few people know about. A world where famous buildings, tourists attractions and parks not only talk, but have dreams, lives and souls of their own. They experience sadness, loss and disappointment. And they complain a lot – mainly about the Mayor of London.

As Beatrice explores this fantastic world and learns the history of her own city with her London Bus friend, she develops an ability to help solve the problems of these strange creatures and a few Very Important Grown-Ups, such as the Mayor of London and the Queen of England, all while learning to value friendship, trust her imagination, and believe in herself (vol.2- 3) and the power of her dreams.

THE AUTHOR

Francesca Lombardo is a journalist who has contributed to prominent UK, Italian and Irish newspapers and publications, including Financial Times, Daily Express, Sunday Express, The Telegraph, Sunday Times, Daily Mail, Mail on Sunday, The Herald, The Sunday Business Post, Irish Times, La Repubblica, Il Sole 24 Ore and Vogue. She has worked as editor of an inflight magazine for INK GLOBAL, as consultant for educational EU-funded projects, and as co-producer of the multimedia project, Vampire Wedding at Castalides Pictures. She currently works from London for SKY, interviewing Hollywood actors and filmmakers.

She is also due to deliver a **Master Class “on the therapeutical and healing power of fairy tales and children books' writing” based on the renown essay of The Uses of Enchantment: The Meaning and Importance of Fairy Tales by Nicola Bettelheim) to the University of Naples - Orsoline di Napoli and aims to bring the same masterclass to other universities in the UK and overseas.**

THE COMPANY

Daily Fairy Tales Ltd is an independent publishing and multimedia content company specializing in the production of educational and inspirational books and multimedia content for children.

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