

ADVERTISING



Find your new home online at

www.amhhomes.com



5 ksdk.com

NEWS & INFORMATION 24/7



→ Search KSDK

Home

News

- Video
- Podcasting
- Cover Story
- RSS Feeds
- ksdk.com Now
- U.S. & World
- Inside Politics
- Tsunami
- Iraq
- Healthbeat
- Mideast
- Illinois
- Education
- Business
- Investigations
- Hot Topics
- Show Information
- e-UPDATES
- Meet the Team

Weather Plus

Sports

Traffic

Show Me St. Louis

Video/Audio

- Breaking News
- Weather Plus
- Live Newscasts
- Show Me St. Louis
- Video Stories
- Podcasts
- Webcams

News Features

- New on ksdk.com!
- Show Information
- Video Stories
- Lottery

Services

- School Closings
- rss Newsfeed

Really Big Coloring Books

created: 8/2/2004 5:01:49 PM

updated: 8/3/2004 1:37:09 PM

By Leisa Zigman

(KSDK) - A recent NewsChannel 5 report dealing with children and money received a lot of viewer interest.

One person wrote us about his really small company with really big ideas. It's called the Really Big Coloring Book Company.

The Clayton-based company publishes giant coloring books on topics ranging from butterflies, to patriotism, energy, Noah, even economics.

Ken Rich told us the economics coloring book is not only fun, it can teach kids how to write a check, save for college, even start a small business. From lemonade stands to baby sitting there are all kinds of suggestions.

Each book has an educational benefit. Clayton firefighters helped write the book about safety.

Clayton Assistant Fire Chief, John LaVenture, said, "As they're coloring, they're going to be looking at the pictures and absorbing that information."

A group of teachers serve as advisors. Kalika Groaning, 7, learned a lot about butterflies from the books, "I know they suck the juice out of flowers and they are caterpillars."

The company now ships books to 87 countries. Some of the best sellers include ABC 123, African-American Leaders, and United We Stand.

The books target children from Pre-K through sixth grade. Many national and local groups, clubs and organizations use the coloring books for fund raisers.

For more information call 1-800-big-book (244-2665) or 314-725-1452
<http://www.bigcoloringbook.com/>

VIDEO

Related Video VIDEO

