

WITCH'S BREW

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For Immediate Release:

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WITCH'S BREW



Illinois Children's Author Launches Spooky, Imaginative Witch's Brew Book Author encourages readers to tap into their imaginations to create own their own brews

(Lemont, IL) Aug. 30, 2021— With excitement brewing and Halloween just around the corner, Chicagoland first-time children's author Meg Dagnino, officially launched her delightful interactive book, "*Witch's Brew*" on Aug. 12 on Facebook Live. Dagnino has concocted the perfect magical recipe counting book to get children to create life long memories through using their imagination.

The book is published by Fig Factor Media and illustrated by Daniella Turano. Geared to children ages 2 to 10, Dagnino uses the friendly witch Eldora and her adorable and curious Goldendoodle pup Mae to spread Halloween cheer and encourage readers to create their own special "brews" by assigning silly names to 10 foods presented in the book. For example, bat brains are raisins and spiderwebs are popcorn.

Dagnino, a former oncology nurse and a school nurse, adds an interactive element to the reading experience as readers can access a special video through a QR code in the book. In the guise of Eldora, Dagnino creates her "brew" and encourage the viewers to help her add and stir ingredients.

The book idea came about eight years ago when Dagnino planned a Halloween party complete with games, crafts and other activities for her son's kindergarten class.

"In true 'me' style, I took this party to the next level and wrote the 'Witch's Brew' for it," she said. "It was back when you could bring food into the classroom and the kids loved the activity and they loved the snack! I kept doing the brew at every Halloween party and each year the kids got more and more into it. It was always something they looked forward to. If I can spread this joy to other families by bringing the brew into their homes, then it all is worth it!"

Her father saw that the idea of the "brew" could be the recipe for a children's book.

"Ever since then, I couldn't get it out of my head and I started looking into the process," she said. "The book is more than just the book. It's the experience as well and that is why I created the video to go along with it which can be found by scanning the QR code in the book that takes you to my website."

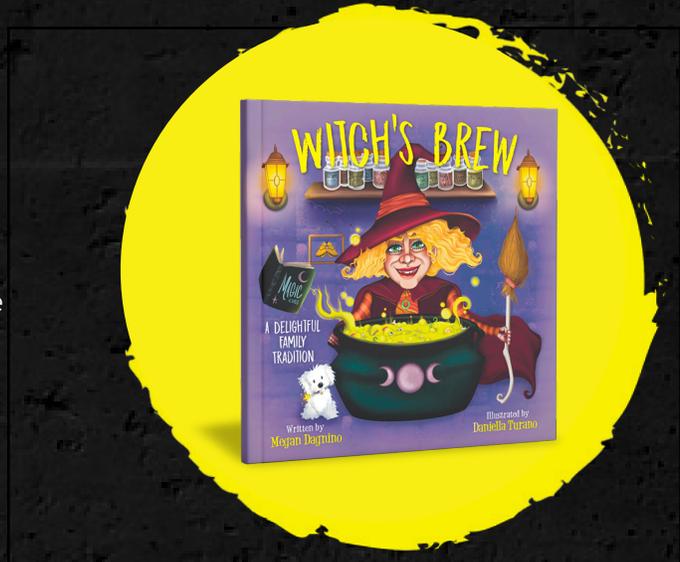
Dagnino hopes that children will be inspired to make their own beautiful Halloween traditions and continue to create lifelong moments. Part of the book's proceeds will go to the adoption agency called All God's Children International which has helped the Dagninos add son Ray, 14 and Emme, 11 to their family.

"Our children are internationally adopted and we are still heavily connected to this agency and their mission to end the orphan crisis of the world. We as a family, always think of ways we can support and this will be a perfect way to give back to them!"

"Witch's Brew" is now available on Amazon in hardcover, paperback and ebook formats. For more information about the book, visit <http://www.witchsbrewbook.com/>

ABOUT WITCH'S BREW:

"Witch's Brew" is a delightful interactive experience geared towards families with children ages 2-10. While reading an engaging lighthearted rhyme, the children are also counting their favorite snacks and creating a "spooky" and delicious treat! As they listen to the tale, they use their imaginations to add the individual elements of the snack to the "brew," which assists in not only holding their attention, but also creating anticipation for the next element.



The 10 individual ingredients make this an interactive counting book for our youngest readers, but young and old alike will enjoy the tale and creative activity. A book and interactive experience that will spark any child's creativity and leaning all while creating a yummy treat! For more information about the book, visit <http://www.witchsbrewbook.com/>. ###



MEGAN DAGNINO
Author of "Witch's Brew"

Megan Dagnino is a mother, registered nurse, and children's book author. Meg also has a passion for party planning and is always looking to create special activities that bring people together in celebration. As the room mom for her son's kindergarten class, she did just that when she started the "brew." She knew she had created something special when teachers, students, and family members begged her to bring the experience to every Halloween and fall party. The Witch's Brew started as a Halloween activity and has now grown into a book, allowing Meg to continue her passion for sharing the "brew." Meg is married to her high school sweetheart, and together they have two internationally adopted children. Meg graduated with her BSN from Lewis University, and her nursing specializations range from Medical Oncology and Outpatient Services to School Nursing. You can learn more about Meg by visiting <http://www.witchsbrewbook.com/>.





Daniella Turano is an artist-illustrator and native New Yorker, with a natural born affinity for the creative. Her whimsical and romantically trippy designs are a conduit for themes of mental health, social issues, and female empowerment. She uses her art to inspire and create the loving change she wishes to see in the world, which is what pushed her to launch her business, Paper Moon Designs. You can find out more about Daniella Turano at designsbypapermoon.com and explore more of her work at etsy.com

DANIELLA TURANO

Illustrator of "Witch's Brew"



ABOUT "WITCH'S BREW":

Holidays are made special because of the memories created. The nostalgia that comes from our traditions deepens our joy. Books and activities, like my children's story "Witch's Brew," incorporate both the reading of a story with the creation of a memory— all which lead to the newest tradition for Halloween.

"Witch's Brew" is a delightful interactive experience geared towards families with children ages 2-10. While reading an engaging lighthearted rhyme, the children are also counting their favorite snacks and creating a "spooky" and delicious treat! As they listen to the tale, they use their imaginations to add the individual elements of the snack to the "brew," which assists in not only holding their attention, but also creating anticipation for the next element.

The 10 individual ingredients make this an interactive counting book for our youngest readers, but young and old alike will enjoy the tale and creative activity.

Witch's Brew Gives Back

Adoption and orphan care is a cause near and dear to the Dagnino family. Part of the proceeds from *Witch's Brew* will go to All God's Children International to provide support for their orphan care ministry. To find out more about All God's Children International, [visit allgodschildren.org](http://allgodschildren.org).



WWW.WITCHSBREWBOOK.COM

WITCH'S BREW

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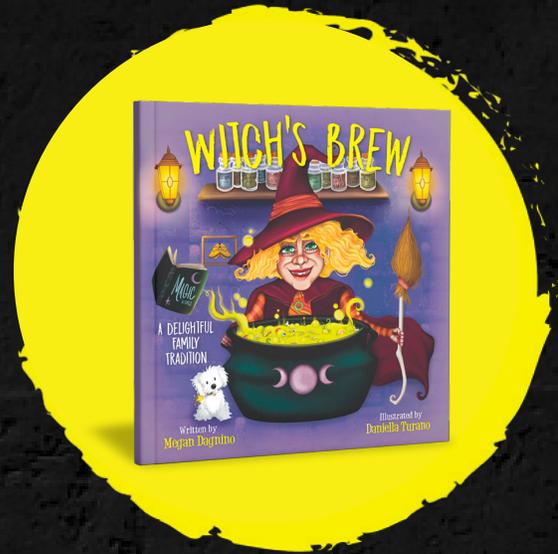
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22 5+ Ratings on Amazon.com!



“We absolutely LOVED this adorable book!! It’s such a fun family tradition, that is extra fun for Halloween but can be done year-round!

It’s great because Megan gives you her specific ideas for a “brew” but also encourages little ones to make a brew of their own! We only owned the book for 10 minutes and my daughter had me run straight to the store to get her ingredients

The illustrations are also AWESOME and so engaging for little kids! We can’t wait to purchase more for gifts!”

“I will buy this for every baby shower so families can create a new tradition with this interactive book! I shop for holiday books all through the year for upcoming baby showers! The moms-to-be love picturing all the holidays to come when they open these books, and this one is more than a book, it’s a way to create a family tradition. I’ll get some extras for kids’ whose baby showers this book missed! Every sentence is full of fun and every page a visual delight.”

“Love how the kids can get involved in making their Witch’s Brew while reading at the same time. I think we will be making our first batch soon so we can have the perfect brew for Halloween! The pictures are super cute and the little white dog is my favorite.”

“FUN! FUN! FUN!

A fun and imaginative interactive story for children. I love the idea of starting new family traditions. Hope to see many more of these books to be shared for generations to come.”

“LOVE this book! What a fun new tradition this will be for our family. The illustrations are so incredible that you can’t help but smile each turn of the page. My daughter said she can’t wait to make her own “witch’s brew” for Halloween!”

“Omg! Discovered by accident and fell in love. So fun. So mesmerizing. Everything a children’s book should be. I bought a copy for every child in my world.”

Finding the recipe for “Witch’s Brew”: First-time author, registered nurse, Lemont, Illinois resident Megan Dagnino found her magical inspiration for her book “Witch’s Brew” from her love of planning parties. Being a class mom for her son’s kindergarten class eight years ago, she planned games and activities for the students. For Halloween, she took the party to the next level and wrote the concept of “Witch’s Brew” for it. Megan’s book encourages children ages 2 to 10 to use their imaginations to create their own brews as well as bolstering counting skills.

Taking the first steps in being an author: With the “Witch’s Brew” idea in place, children’s author, registered nurse and Lemont, Illinois resident Megan Dagnino wondered what to do next. Her father encouraged her to do a book. So, she did but she also envisioned much more. Besides reading the book, Megan created an interactive experience through a special video where she takes on the guise of Eldora, a friendly witch, to spread Halloween cheer with her adorable Goldendoodle pup Mae and teach young readers to make their own brews.

Becoming adoptive parents: Registered nurse and Lemont, Illinois resident Megan Dagnino has the support of her family as she enters the journey in becoming a children’s author with her new book “Witch’s Brew.” Part of the proceeds from her book will go toward All God’s Children International, a Washington-based nonprofit orphan care ministry answering God’s call to provide love and care that every child deserves. Meg and her husband chose this organization to adopt their two children: Ray, 14 and Emme, 11. Meg can share her experience about the adoption process for those who might be considering this option.





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