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FOR IMMEDIATE RELEASE

You Can Bake the “World’s Best Challah!”

Author Mark Binder’s new book will help beginners and experienced bakers lift their loaves to new heights.

Providence, RI — Light Publications is pleased to announce the release of *THE WORLD’S BEST CHALLAH*, the latest book from author and award-winning storyteller Mark Binder. This fun and easy-to-read cookbook includes everything you’ll need to know to bake delicious braided bread.

Challah is the tasty and traditional braided bread served in Jewish households on Friday nights and during most holiday celebrations. Once you’ve tried *THE WORLD’S BEST CHALLAH*, you won’t want to eat anything else. Of course, you don’t need to be Jewish to enjoy either Challah or the World’s Best Challah.

- In this book you’ll learn the subtleties of mixing, kneading, and baking.
- You’ll learn how to braid bread four different ways.
- You’ll discover how easy it is to bake bread — even on a busy schedule
- You’ll find out how much fun it can be to bake with children

“This wonderful book reminds me of the challah my mother used to bake,” said Nora Forbes, a popular Block Island chef. “It’s so easy to read and understand. Plus the bread is delicious!”

About Mark Binder

Mark Binder is the author of many books and stories. He is a professional writer and an award-winning storyteller. He is a former editor of *The Rhode Island Jewish Herald* newspaper. He is the founder of the American Story Theater, and teaches “Telling Lies” at the Rhode Island School of Design. He bakes bread at least once a week, except in the summer, when he’s out telling stories or at the beach.

Publisher’s Weekly has said that Mark Binder has “A gift for humor—both broad and subtle...” Binder’s playful humor is evident on every page.

AN EXCERPT FROM THE **WORLD'S BEST CHALLAH**....

How much flour goes into a loaf?

This depends a lot on the humidity on the day you're baking. The moister the day, the more flour. In the recipe, I've *estimated* about 8 cups of flour (about 2 pounds). The size of a measured cup of flour can vary from 4 oz to 5 oz depending on whether or not you sift it, but it doesn't matter in this recipe. This is a very wet recipe, so it will use a lot of flour. You don't have to be shy about throwing flour in.

In fact, I don't measure my flour at all any more. I just keep throwing flour in until the dough starts to peel off the edges of the bowl in a clump. Then I throw a pile on the counter and drop the dough on top. As I knead, I add more and more and more...

— *excerpt from "THE WORLD'S BEST CHALLAH"*

Book Availability

THE WORLD'S BEST CHALLAH retails for \$11.95. It is available at:

- Books on the Square, Providence, RI
- Ye Ol Book Shoppe, Providence, RI
- Judaic Traditions, Providence, RI
- Other Tiger Books, Westerly, RI
- Barrington Books, Barrington, RI
- Browser Books, Seekonk, MA
- The Brown University Book Store
- The National Yiddish Book Center, Amherst, MA
- The Jewish Museum, New York, NY
- and more to come

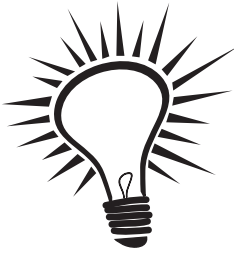
THE WORLD'S BEST CHALLAH may also be ordered online at www.lightpublications.com

About Light Publications

Light Publications is dedicated to bringing new works to light in both book and audio form. Visit us online at www.lightpublications.com.

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FOR IMMEDIATE RELEASE

“A Chanukah Present” of Delightful Stories

**How do the villagers of Chelm keep warm? They tell stories...
Now, storyteller Mark Binder will warm you and your family
with this new cd**

Providence, RI — Light Publications is pleased to announce the release of A CHANUKAH PRESENT, the latest compact disc from author and award-winning storyteller Mark Binder. This collection of eight Chanukah stories will bring smiles to listeners of all ages (and religions).

How will Rabbi Kibbitz tell his wife that she bakes, “The Lethal Latkes”?

Hold your breath as Joseph Katz tries to win his bride with “The Spin of a Dreidle”?

How did one family happen to have “A Chanukah Bush”?

Most important – you’ll learn the true story about the origins of the tradition of giving “A Chanukah Present.” (A hint – it was a Schlemiel from Chelm who started it...)

These are the kinds of stories that have delighted audiences all around the world. Now Mark Binder tells them on his new digitally recorded compact disc. Printed versions of many of the stories on A CHANUKAH PRESENT have appeared in *Cricket Magazine*, *The Shofar*, *Hadassah*, and in Jewish newspapers and magazines all around the world.

“Every year I write a new Chanukah story,” Mark Binder explained. “When I reached eight, we realized that since we had enough stories for every night of Chanukah, we could go into the studio and record them. This cd is a wonderful way to pass time while you’re waiting for the latkes to cook.”

Mark Binder is the author of many books and stories. He is a professional storyteller and an award-winning recording artist. He is a former editor of *The Rhode Island Jewish Herald*. He is the founder of the American Story Theater, and teaches “Telling Lies” at the Rhode Island School of Design.

Publisher's Weekly has said that Mark Binder has "*A gift for humor—both broad and subtle...*"

World-famous Jewish Storyteller Judith Black says, "*Mark Binder make Chelm glow with a warmth and deep intelligence.*"

CD Availability

A CHANUKAH PRESENT retails for \$14.95. It is available at:

- Books on the Square, Providence, RI
- Judaic Traditions, Providence, RI
- Other Tiger Books, Westerly, RI
- Barrington Books, Barrington, RI
- The Brown University Book Store
- The National Yiddish Book Center, Amherst, MA
- The Jewish Museum, New York, NY
- ...and more to come

A CHANUKAH PRESENT may also be ordered online at www.lightpublications.com, www.towerrecords.com and www.cdbaby.com.

Also by Mark Binder from Light Publications:

The World's Best Challah (a recipe, a story, and lots of tips) (book)

Classic Stories for Boys and Girls

(Winner Children's Music Web Award!)

Tall Tales, Whoppers and Lies – Live Stories from the New England Folk Fest

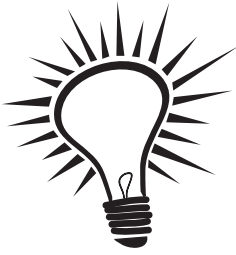
The Brothers Schlemiel from Birth to Bar Mitzvah

About Light Publications

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Biography of Mark Binder Author and Storyteller

Publicity photos and more biographical information <http://www.markbinder.com/press/>
Direct email: mark@markbinder.com

"Mark Binder makes Chelm glow with a warmth and deep intelligence." - Judith Black, storyteller

Mark Binder's Original and Traditional Folk Stories make people smile and laugh. He loves to write and tell tall tales, whoppers and stories of fools and wise folk that entertain and educate audiences of all ages. He is the author of four books, including **THE WORLD'S BEST CHALLAH**. He is also an award-winning storyteller, and has recorded four storytelling compact discs, including his latest, **A CHANUKAH PRESENT**.

Mark Binder began writing "Tales of Chelm" as the editor of *The Rhode Island Jewish Herald*. The story goes that on a busy Wednesday morning, one of the feature articles for the newspaper still hadn't arrived. So, he wrote a story. After that, it became a bit of a habit...

Since then, he has written more than 50 Tales of Chelm for holidays from Rosh Hashanah to Chanukah to Passover. He's written stories for weddings, bar and bat mitzvahs, and even a Halloween tale called "The Chelm Golem." These stories have been published in newspapers and magazines throughout the United States and in Canada ranging from *Hadassah Magazine* to *Cricket Magazine*. His most famous Tale of Chelm is the novel, **The Brothers Schlemiel**. This novel was serialized in 100 weekly installments in the *Houston Jewish Herald Voice*. Every week, subscribers in Houston (and around the world via email) thrilled to the continuing adventures of the identical twins Abraham and Adam Schlemiel. A portion, **The Brothers Schlemiel From Birth to Bar Mitzvah** was released in 2001 as an audio book.

Mr. Binder is also a full-time storyteller. He is on the adjunct faculty of the Rhode Island School of Design, where he teaches "Telling Lies" to undergraduates. He is a regular performer at the National Yiddish Book Center, WaterFire, and the New England Folk Festival, and gives hundreds of presentations each year at libraries, synagogues, community centers and schools.

He is a trained actor, a graduate of the Trinity Rep Conservatory, and has studied Decroux Mime Technique with the Adaptors Movement Theater and Storytelling with Spalding Gray. He holds a third-degree black belt in Aikido, but promises not to throw anybody across the room.

Mark Binder was born in 1962 in Newton, Massachusetts. His family moved frequently when he was young. As a youngster, he lived in Boston, Framingham and Watertown, Massachusetts; South Hackensack and River Edge, New Jersey; El Paso, Texas; and Bethesda, Maryland, where he graduated from Walt Whitman High School. He attended Columbia College at Columbia University, graduating with a BA in 1984. He says the degree was in Mythology, although transcripts show it was actually history. After spending time in London, he returned moved to Providence, Rhode Island where he earned an MA in English and Theater from Rhode Island College. After brief stints in Haverhill and Chelmsford, Massachusetts, he returned to Providence where he now resides with his wife, Alicia and three children,

Max, Harry and Francesca.

Over the years, Mark has held many positions, including editor in chief of *Food Distribution Magazine* – the business magazine for the specialty food trade, editor of the *Rhode Island Jewish Herald*, and Acting Director of the East Bay Coalition for the Homeless. As a freelance writer, he often wrote about pizza, computers, business, martial arts and beer, and was a frequent contributor to *Pizza Today*, *Modern Brewery Age*, *Fancy Food, Beer—The Magazine*, *Aikido Journal* and *Home Office Computing*. He was also a contributing editor to *MacHome Journal*, and *Ram Chowder*. He has written weekly columns for *The Providence NewPaper* (now *The Providence Phoenix*), and *The Chelmsford Independent*.

Mark has served on the board of the League for the Advancement of New England Storytelling, and is the founder of The American Story Theater. He has also worked as the Artistic Director of the Real Fun Theater Company, and the chief instructor of Kokyu Aikido.

His written and storytelling work has received grant funding from the Rhode Island Council on the Arts, the Massachusetts Cultural Council, the National Storytelling Network, the Rhode Island Department of Education, and the United States Department of Education. He is a Rhode Island Artist Educator, and is on the New England Foundation for the Arts Touring Roster.

His compact disc, **Classic Stories for Boys and Girls**, has received rave reviews in *Publishers Weekly*, *School Library Journal*, and *Booklist*. It was awarded an iParenting Media Award and a Children's Music Web Award for best storytelling CD. His collection of stories, **The Everything Bedtime Story Book**, is in its fifth (or sixth) printing, and has sold more than 50,000 copies worldwide.

Mark Binder's Books and CDs

- The Worlds Best Challah (Light Publications – soft cover)
- A Chanukah Surprise (Light Publications – cd)
- Classic Stories for Boys and Girls (Light Publications – cd)
- The Everything Bedtime Story Book (Adams Media)
- The Everything Mini Story Book (Adams Media)
- The Everything Build Your Own Home Page Book (Adams Media, Out of Print)
- The Brothers Schlemiel From Birth to Bar Mitzvah (more or less)
Audio Book (www.lightpublications.com)
- Tall Tales, Whoppers and Lies - Mark Binder Live! (www.lightpublications.com – cd)
- Crumbs Don't Count — The Rationalization Diet (Avon Books, Out of Print)
- More than 150 stories published in: *Cricket Magazine*, *The Shofar*, *Hadassah*, *the Forward*, *Bostonia*, and nearly every Jewish newspaper in the United States and Canada.

Reviews of Mark Binder's CD, "Classic Stories for Boys and Girls"

BOOKLIST, September 2004

Kids will cotton to storyteller Mark Binder... A worthy addition to storytelling collections.

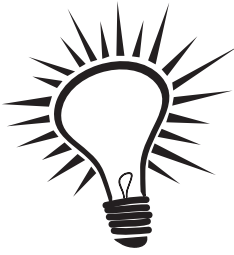
SCHOOL LIBRARY JOURNAL, August 2004

Rhode Island author and storyteller Mark Binder is the spellbinder in this clever recording. Telling both traditional and original stories, Binder adds a certain flair to each story with his repertoire of voices... A fine addition to children's audio collection... this recording will also prove useful for listening skills, story times, and general listening.

PUBLISHERS WEEKLY, May 10, 2004

Storyteller Binder shines in this collection that contains favorite folktales and a handful of originals... a gift for humor — both broad and subtle — Binder captivates...

Light Publications Media Release



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The Chanukah/Challah **Special** Gift Package Offer

Light Publications is pleased to announce the availability of a special Chanukah/Challah gift package. We are happy to offer Mark Binder's excellent new book and awesome new cd in a "bundle" to save you a bundle.

Copies of both the THE WORLD'S BEST CHALLAH (book) and A CHANUKAH PRESENT (cd) are available as an online package for \$25 plus \$5 shipping and handling.

THE WORLD'S BEST CHALLAH is a fun and easy-to-read cookbook that includes everything you'll need to know to bake delicious braided bread. Challah is the tasty and traditional braided bread served in Jewish households on Friday nights and during most holiday celebrations. Once you've tried THE WORLD'S BEST CHALLAH, you won't want to eat anything else.

A CHANUKAH PRESENT is a collection of eight Chanukah stories that will bring smiles to listeners of all ages (and religions).

This offer is a \$34.85 value for just \$30. That's a savings of almost \$5! The Chanukah/Challah Gift Package is shipped first class anywhere in the United States. Please allow two weeks for shipping.

(Regularly, the cd costs \$14.95, and the book costs \$11.95, with plus \$3.95 shipping and handling for *each* item.)

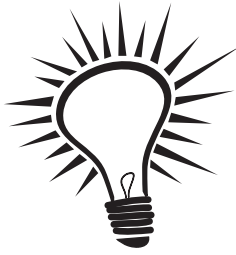
Copies of the book will be signed by the author. Copies of the cd may also be signed, but opened cds are non-returnable.

To order THE CHANUKAH/CHALLAH SPECIAL online, please visit
<http://www.lightpublications.com/special>

To order THE CHANUKAH/CHALLAH SPECIAL by mail, please send a check or money order for \$30 payable to Light Publications, PO Box 2462, Providence, RI 02906

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Light Publications Media Release



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Publicity Support Tour

To support the publication of "A Chanukah Present" and "The World's Best Challah" Mark Binder will be appearing at the following locations:

Thursday, October 6 -- Westerly, RI

--- 10:30 am Book Signing and Stories at Other Tiger Bookstore

--- 6 pm - 'Stories for Literacy Night' - West Vine Street School, Pawcatuck, CT

Thursday, October, 20 at - 'Artspeak Tour' - RISD Museum, Providence, RI

Sunday, October 23 -- 12:20-1pm - 'Jewish Stories Workshop' - Temple Emanu-el Religious School, Providence, RI

Saturday, October 29 at 6:30, 7:30 and 8:30 American Story Theater and WaterFire Present Tales of October

Sunday, November, 6 at 5:00-5:45 - 'Stories for Families' - East Side/Mt. Hope YMCA, Providence, RI

Saturday, November, 19 at 1pm - 'Book Signing' - Books on the Square, Providence, RI

Sunday, November, 20 at 2 pm - 'Family Health Safety Fair' - Cub Scouts, Pack #104, at Temple Beth Shalom, Camp & Rochambeau Sts.Providence, RI

Saturday, December, 3 at 1:30 - 'Holiday Tales' - Hazen Memorial Library, Shirley, MA

Friday, December, 9 at 6:30 - 'Winter Family Festival' - Wellesley Library, Wellesley, MA

Saturday, December, 10 at 11 am - 'Holiday Tales CD Release Party' - Blackstone River Theater, Cumberland, RI

Sunday, December, 11 at 1:30ish - 'Hanukkah Tales' - The Jewish Museum , New York, NY

Sunday, December, 18 at 11 am - 'Chanukah Tales' - Temple Habonim, Barrington, RI

Sunday, December, 18 at 1 pm - 'Book and CD Signing' - Barrington Books, Barrington, RI

Thursday, December 22 at 9:30 - "Holiday Tales and Songs" - Heritage YMCA, Pawtucket, RI

Sunday, December, 25 at 11 - 'Chanukah Tales' - National Yiddish Book Center, Amherst, MA

Thursday, December 29 at 2pm - 'Holiday Tales & Songs' - Patucket Public Library, Pawtucket, RI

Saturday, December 31 at Brightnight, Providence, RI