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28<sup>th</sup> February 2018

## Launch of unique children's company which celebrates cultural heritage from around the world

(London, UK) 28<sup>th</sup> February 2018 - Knowsy Kids Ltd is an educational company which creates stimulating material to teach children the unique aspects of different cultures. The company launches on Saturday 17th March 2018.

Knowsy Kids' resources are aimed at children aged two to twelve years, and showcase diverse traditions, places, customs and practices of cultures from across five continents. The products feature historical and culturally pertinent content in the form of story books (print and digital), colouring books, games and more.

Co-founders, Adrian Copeland and Nickeisha Henry, are London-based teachers with over 25 years of teaching experience between them.

"Children often ask the questions 'who am I?' and 'where am I from?'" Henry explained. "Therefore, it is imperative that, from a young age, children are instilled with a positive self-identity; this includes knowing about and appreciating their cultural heritage."

Having taught many children from immigrant families, Henry and Copeland observed that these children often felt disconnected from the cultures of their parents and grandparents. Drawing on their own experiences as teachers and parents, as well as feedback from focus groups, Copeland and Henry created Knowsy Kids.

"As a design and technology teacher, with young children of my own, I know the importance of learning being creative and hands-on," Copeland shared. "Our product range reflects this."

Knowsy Kids provides a novel way to bring families together, connect children with their heritage and celebrate the diversity of cultures around the world. Products will be available to purchase via the Knowsy Kids website and Amazon.

For more information

Visit: [www.knowsykids.com](http://www.knowsykids.com) Email: [contact@knowsykids.com](mailto:contact@knowsykids.com) Phone: +44 741 9781 767