



Easter illustration from HOLIDAYS ALL YEAR

New Children's Book HOLIDAYS ALL YEAR with POMP, SNOW & CIRQUEumstance

Engages South Florida Communities with Cultural Diversity, Inclusion and Celebration

By Sharon McPherson

As part of the national book launch of the highly anticipated new book HOLIDAYS ALL YEAR with POMP, SNOW & CIRQUEumstance, award-winning local author and Broadway director Neil Goldberg celebrates cultural diversity and inclusion throughout holidays all year with South Florida children, local organizations and worldwide. Upon release, the book immediately garnered critical acclaim, was a featured event at New York City's premier children's bookstore, Books of Wonder, and has been selected by the Children's Book Council for its prestigious "Hot Off The Press" list.

Commemorating Ramadan, St Patrick's Day, Easter and Passover throughout March and April, the book's fantastical characters will come to life and visit patients at Joe DiMaggio Children's Hospital to read the story and give children books. At the Museum of Discovery & Science's upcoming Easter Egg-Splorations event, the characters will meet and mingle with hundreds of kids and award special prizes of autographed books.

The characters will also bring their magic and books to the winners of the annual Winterfest Foundation's Student Art contest. Additionally, books will be donated to the Broward Education Foundation for distribution to all Broward County elementary and middle schools with events, storytelling and holiday festivities scheduled throughout the calendar.

Neil Goldberg's generous contributions and initiatives to engage children in reading, literature and the arts through cultural diversity, inclusion and his imaginative storytelling has been the foundation of the rapidly growing POMP, SNOW & CIRQUEumstance brand and success since the first book release in 2021.

Growing up in an orthodox Jewish home in New York and attending Jewish schools, Neil had limited exposure to non-Jewish holidays. "I was aware of Christmas because of its colorful and decorative presence," he says, which was reflected in the first POMP, SNOW & CIRQUEumstance book adventure.

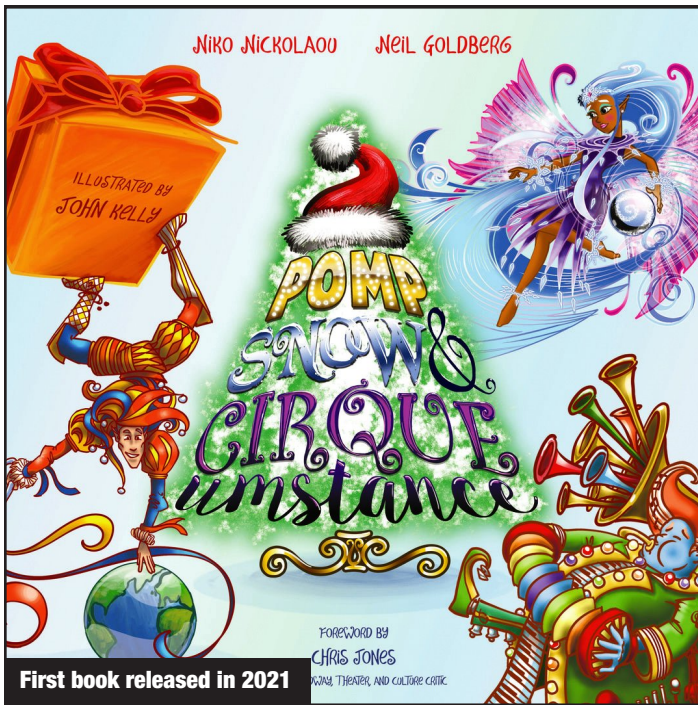
"I celebrated the Jewish holidays but traveling the world throughout my career and engaging with communities, cultures and different religions exposed and taught me to appreciate the rich tapestry of people, diversity and faiths that have many common characteristics in celebrations, festivals and gatherings. I wanted this book to depict that although there may be differences in beliefs, different beliefs can find common meaning in the world."

So, in his second book HOLIDAYS ALL YEAR, diversity and inclusion through a child's perspective introduces knowledge, customs, lessons and celebrations Neil yearned to learn as a child, and he is now able to share with others.

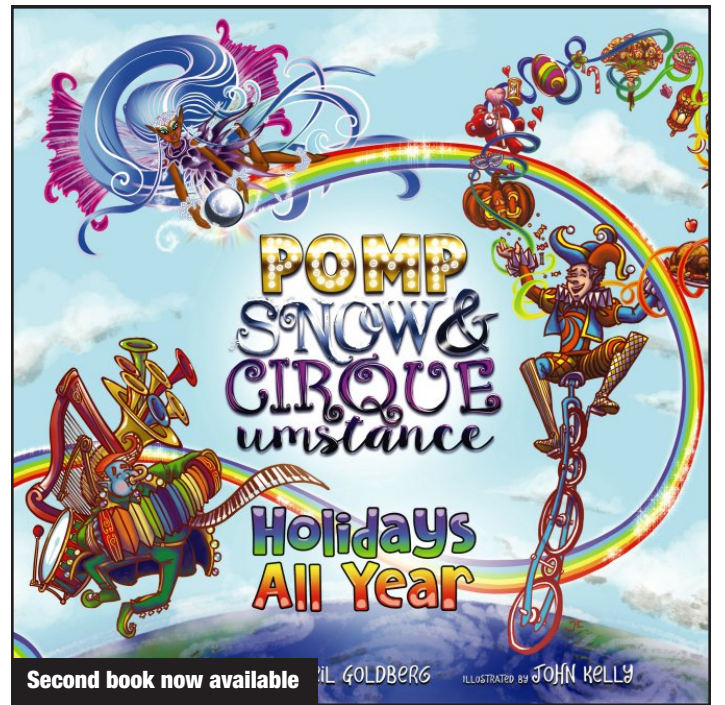
In HOLIDAYS ALL YEAR, best friends POMP, SNOW & CIRQUEumstance wrap up their Christmas triumphs and find unique ways to share their music, magic and circus skills with holiday celebrations around the world, including Lunar New Year, Ramadan, Diwali, Passover, Easter, St. Pat's, Mardi Gras, Halloween and more. They set out to brighten holidays all year by celebrating time-honored tra-



Ramadan illustration from HOLIDAYS ALL YEAR



First book released in 2021



Second book now available



Passover illustration from HOLIDAYS ALL YEAR

ditions with enlightening, charismatic and culturally diverse adventures.

I would recommend this book for families and children of many ages. It is a unique way to learn and appreciate different holidays. The wondrous characters are memorable and drawn into imaginatively composed, thoughtful and detailed illustrations. With an oversized hard cover, this book also makes for a youthful coffee table addition kids can reach for year-round.

The first book in the series, "POMP, SNOW & CIRQUEumstance", received 9 coveted book awards and 7 Telly awards for the holiday film adaptation. It's been inducted into the USO's Bob Hope Legacy reading program, circulated in

public school systems and libraries nationwide, and read by millions of families. The books are published and distributed by Brown Books Publishing Group and available in over 30,000 retail and online outlets or at www.pompsnowandcirqueumstance.com

Written by Neil Goldberg and Niko Nickolaou and illustrated by John Kelly, the POMP, SNOW & CIRQUEumstance book series has been featured on Good Morning America, SiriusXM, PBS and Fox & Friends. In partnership with Armed Forces Entertainment, the brand continues supporting the US government's annual April's Month of the Military Child and has toured US military bases worldwide sharing books and entertaining over

100,000 service members and their families.

POMP, SNOW & CIRQUEumstance debuted its first ever immersive music, magic and cirque holiday show at the Diplomat Beach Resort, Hollywood, FL, in December 2023. Adapted from the book, the show included mesmerizing illusions, astonishing acts, state-of-the-art technology, drones, animation and projections and is now set to become an annual holiday tradition with performance locations nationwide.

Read the books, see the show, meet the characters and cuddle up with the adorable plush dolls for the ultimate POMP, SNOW & CIRQUEumstance immersive experience.