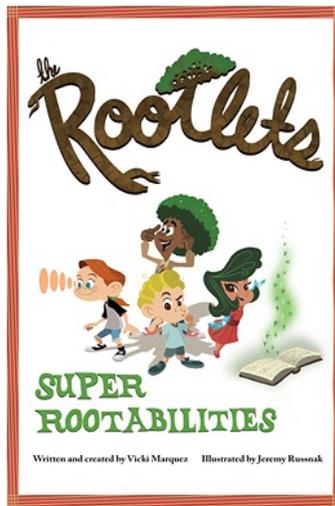




For Immediate Release

***Chicagoan Vicki Marquez - Certified Health Coach,
Wellness Expert and Plant-Based Chef Launches The Rootlets™
New Line of Kids Products Aimed at Getting Kids Excited About
Healthy Living and Plant-Based Foods!***

Planting the Seeds of Vegetable Power!



The Rootlets Brand Launches With

The Rootlets: Super Rootabilities

**New Children's Book By Chicagoan Vicki Marquez
In Stores March 2, 2015 for March National Nutrition Month**

Chicago (Jan. 28, 2015) – Veggies are cool! Veggies are powerful! Veggies are awesome! Enter **The Rootlets™**, a new brand of characters so adorable and uniquely memorable - you'll want to eat them right up! Launching March 2 just in time for National Nutrition Month with ***The Rootlets: Super Rootabilities*** book (40p. soft cover, SRP \$12.99) children and their families will be introduced to The Rootlets, a new generation of superheroes who, with their veggie hair and healthy habits begin the adventure of their lives!

The Rootlets: Super Rootabilities, created and written by Chicagoan Vicki Marquez (stepmother of one) and illustrated by Jeremy Russnak, introduces readers to the Rootlets - Brocc, Carrotina, Cornelius and Kaley - who live on Planet Planted in the town of VeggieVille with their dog, Basil, and their guardian and caretaker

Yammy Grammy, who plucked them from the ground when they were just sprouts. Hilariously fun with bright,

bold, colorful illustrations; *The Rootlets: Super Rootabilities* is a thrilling journey that showcases the super powers of plant-based foods and explores the magic of friendship and imagination. *Super Rootabilities* is recommended for ages 6-10.

"The Rootlets are so much more than adorable little superheroes, they're positive role models with the power to help kids embrace and love veggies," says Marquez. "It's my dream that families use The Rootlets as an entertaining resource to get their little ones excited about healthy living and yummy plant-based foods in a refreshingly fun way."

The Rootlets: Super Rootabilities book is the first product launched by The Rootlets brand, whose mission is to familiarize kids with fruits, veggies, and healthy eating. Future Rootlets products include apps, more books, games & toys, and an animated TV show. The Rootlets will also be launching their website, which will be an interactive experience filled with games, activities, learning resources and exclusive content about the characters and their magical world.

"Veggies rock and The Rootlets take veggie coolness to a whole new level - especially for the kiddos. My daughter is a huge fan. Great book, great brand, great message. I can't wait to see what's next for these rad little characters," says Chad Sarno, Plant-Based Chef Educator.

The Rootlets: Super Rootabilities book will be in stores March 2, 2015 in time for March's National Nutrition Month at a suggested retail price of \$12.99. It is available for purchase now on amazon.com. For more information, or to join The Rootlets fan club, visit www.therootlets.com.

About the Author

As a certified health coach, wellness expert, plant-based chef and author, Vicki Marquez's dream is to break the stigma that healthy living is boring and to show both kids and adults that plants, especially veggies, are ridiculously cool! Vicki lives in Chicago with her husband, stepdaughter and two quinoa-loving Yorkies.

About the Illustrator

Jeremy Russnak is an illustrator from Chicago. He has created illustrations for *Time Out*, *Chicago Reader* and other publications. He currently resides in Los Angeles pursuing his passion in the field of animation.

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Title:	<i>The Rootabilities: Super Rootabilities</i>
Category:	Children; 4-9
ISBN:	978-0-9907216-0-4
SRP:	\$12.99
Length:	40 pages, soft cover

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