



ARIZONA-SONORA
DESERT
MUSEUM

September 4, 2009

I am writing on behalf of the Arizona-Sonora Desert Museum, to express our great pride and delight that Roni Ashford has twice decided to publish her bilingual children's books through the ASDM Press. As you probably know, both of her books have made broad waves in children's literature. They are novel in their unique combination of bilingual text, scientific content and rigor, cultural sensitivity, curricular addenda, and exquisite design. For these reasons and more, they have won many awards and praise throughout the state; they are also two of our top-selling books.

As an institution based in science, we were extraordinarily happy to see *Hip Hip Hooray, It's Monsoon Day!* / *¡Ajúa, ya llegó el chubasco!* win the Highest Recommendation Award from the American Association for the Advancement of Science. This is the top award AAAS gives to children's books. So insightful and accurate is "Hip Hip Hooray," that the local T.V. news shows in Tucson routinely use (and show) the book in their weather segments during the summer months!

In addition to the "pride of ownership" that Roni's books brings to the ASDM Press, the strong sales of her books have added an important revenue stream to the Desert Museum's balance sheets. Her first book, *My Nana's Remedies/Los remedios de mi nana* has sold more than 15,000 copies, and will soon be in its 5th printing. The Museum is a not-for-profit enterprise (501c3) that receives no public funds; we rely completely on self-generated revenues, such as our ASDM Press books, memberships, and donations. The ASDM Press publishes many kinds of books, some quite technical, but Roni's extraordinary children's books prove, year after year, to be among our most popular offerings.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard C. Brusca".

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