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For Immediate Release

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Local Author Builds Food Allergy Awareness With *The BugaBees: Friends with Food Allergies*

Madison- An estimated 3 million children in the U.S. have food allergies and Amy Recob's daughter is one of them. First diagnosed at the age of 18 months, Mollie's food allergies to peanuts and tree nuts soon began to result in serious emotional consequences, in addition to the physical ones. As a hidden ingredient in a wide range of cookies, candies and special treats, nuts were often found in the foods served at birthday parties, school activities and social functions in which Mollie was a participant.

"Even though we would provide safe food substitutes for Mollie, she still felt excluded from the other kids," said Recob. "I wanted to find a way to show her that missing out on certain foods didn't mean missing out on all the fun."

Recob used her own experiences to write a book with Mollie showing that in spite of a food allergy, children can lead happy, normal lives.

The BugaBees: Friends with Food Allergies is a light-hearted story that explores the daily routines of eight buggy friends as they face their respective food allergies with positivity and poise. BugaBee characters are based on the eight foods that account for 90 percent of all allergic reactions: peanuts, tree nuts, fish, shellfish, milk, soy, eggs and wheat. The captivating illustrations and clever rhyming verse help children learn to safely participate in everyday activities without feeling a sense of exclusion.

Recob is taking her message to area schools to help educate preschool and elementary students about food allergies. She is also holding book signing events in conjunction with National Food Allergy Awareness Week:

- Saturday, May 9th from 2 to 4 pm. at Oompa Toys, 1970 Cayuga Street in Middleton.
- Saturday, May 16th from 10 am to Noon at Barnes & Noble, 7433 Mineral Point Road in Madison.

Copies are also available on-line at www.thebugabees.com.

Amy Recob is a marketing communications professional in the Madison area, and lives in Middleton with her husband Scott and their two children, Mollie and Max.

NOTE: National Food Allergy Awareness Week is May 10-May 17th.