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PENGUIN YOUNG READERS ANNOUNCES 10,000 COPY BOOK DONATION TO THE INTERNATIONAL CHILD ART FOUNDATION IN CELEBRATION OF FIRST CHILDREN'S BOOK BY HIS HOLINESS THE DALAI LAMA, *THE SEED OF COMPASSION*

Donated books will be distributed at the World Children's Festival in Washington D.C in July 2020

New York, NY – November 13, 2019 – Penguin Young Readers, an imprint of Penguin Random House, will donate 10,000 books to the International Child Art Foundation (ICAF), for distribution at the 2020 World Children's Festival, to be held July 31-August 2 at the National Mall, across from the Smithsonian Castle. The donation will be made in celebration of the upcoming release of *The Seed of Compassion*, the first book for children by Nobel Peace Prize Laureate His Holiness the Dalai Lama. Starting today, to coincide with World Kindness Day, each preorder of *The Seed of Compassion* will result in a book donation.

The International Child Art Foundation (ICAF), a 501(c)(3) charity based in Washington, D.C., seeds the imagination of children, cultivates creativity, and grows empathy through the power of the arts. Their vision aligns with the messages from *The Seed of Compassion*, in which His Holiness shares lessons of understanding and kindness from his own childhood.

Namrata Tripathi, VP and Publisher of Kokila, commented, "With the ICAF's mission of nurturing compassion and creativity within children, we can't think of a better organization to partner with around the release of *The Seed of Compassion*."

ICAF Chair Dr. Ashfaq Ishaq says, "We thank His Holiness for writing a very special book to inspire children to seed a peaceful future through compassion. We are grateful to Penguin Young Readers for their generous donation to seed compassion in the world's children in our nation's capital next summer."

In *The Seed of Compassion*, publishing from Kokila, an imprint of Penguin Young Readers on March 24, 2020, His Holiness the Dalai Lama inspires young readers to create a world that embraces all of humanity with an open heart through stories from his youth in Taktser to lessons he learned in his training as a Buddhist monk. Giving readers a glimpse into his journey from a sometimes naughty child to an internationally recognized spiritual leader, His Holiness encourages children and families to nurture the seed of compassion that lives within them.

The ICAF hosted the first national children's art festival in U.S. history in September 1998, going on to produce the World Children's Festival every four years as the "Olympics" of

children's imagination and co-creation. The World Children's Festival (WCF) is a national and global showcase for STEAMS EducationSM which integrates Art and Sport with STEM disciplines for children's holistic development. Eminent educators and field experts, Olympians and artists, and scientists and technologists host activities and workshops to nurture children's creativity and develop their empathy in a global community setting. The children help produce a complete synesthetic experience, a total work of art, by their dazzling performances, amazing art creations and displays, and their own workshops on issues they are most passionate about. The WCF is a transformative experience where creativity and co-creation become building blocks for collaborative innovation and positive social change. The WCF empowers the children to shape the future and change the world. Learn more at <https://icaf.org>

His Holiness the Dalai Lama, Tenzin Gyatso, describes himself as a simple Buddhist monk. He is the spiritual leader of the Tibetan people and of Tibetan Buddhism. He was awarded the Nobel Peace Prize in 1989 and the U.S. Congressional Gold Medal in 2007. Born in 1935 to a farming family, he was recognized at the age of two as the reincarnation of his predecessor, the 13th Dalai Lama. He has been a passionate advocate for a secular universal approach to cultivating fundamental human values. The Dalai Lama travels extensively, promoting kindness and compassion, interfaith understanding, respect for the environment, and, above all, world peace.

Bao Luu was born in Vietnam and currently lives in the United States. As an artist, he focuses on color and texture in his unique illustrations. He is honored to be illustrating *The Seed of Compassion*. Learn more at <https://www.behance.net/baoluu>.

Kokila, an imprint of Penguin Young Readers, centers stories from the margins for young readers of all ages. The imprint is home to Newbery Honor-winning middle grade novel *The Night Diary* by Veera Hiranandani and *New York Times* bestselling picture book *Hair Love* by Matthew A. Cherry and Vashti Harrison. Kokila aims to unite an inclusive community of authors, illustrators, publishing professionals, and readers to examine and celebrate stories that reflect the richness of our world.

Penguin Random House (<http://global.penguinrandomhouse.com/>) is the world's most global trade book publisher. It was formed on July 1, 2013, upon the completion of an agreement between Bertelsmann and Pearson to merge their respective trade publishing companies, Random House and Penguin, with the parent companies owning 53% and 47%, respectively. Penguin Random House comprises the adult and children's fiction and nonfiction print and digital trade book publishing businesses of Penguin and Random House in the U.S., U.K., Canada, Australia, New Zealand, India and South Africa, and Penguin's trade publishing activity in Asia and Brazil; DK worldwide; and Penguin Random House Grupo Editorial's Spanish-language companies in Spain, Mexico, Argentina, Uruguay, Colombia, and Chile. Penguin Random House employs more than 10,000 people globally across almost 250 editorially and creatively independent imprints and publishing houses that collectively publish more than 15,000 new titles annually. Its publishing lists include more than 70 Nobel Prize laureates and hundreds of the world's most widely read authors.

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Access the electronic Press Kit for The Seed of Compassion [here](#).