

For Immediate Release

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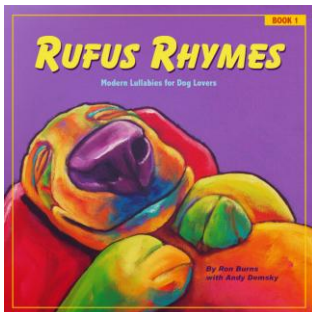
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Bye Bye Boring Lullabies

The Whole Family will Enjoy Rufus Rhymes from America's Favorite Animal Artist

The [US Department of Education](#) encourages parents to sing and teach lullabies to their baby, toddler, or preschooler, and points to the task as a good predictor of later reading abilities. Unfortunately, a recent [New York Times blog](#) outlined a study showing that today's parents are more likely to lull their children to sleep singing Britney Spears than a lullaby. The reason? 13% say lullabies are too old fashioned, 10% say they can't remember the words, while the blogger challenges that they may simply be too morbid – “what with those mice getting their tails chopped off.”

Ron Burns, Artist-in-Residence for The Humane Society of the United States, is using his creativity and passion for animals to change the tune of these lullaby loathing parents, with Rufus Rhymes – his new book (being released in October) that adds modernized, dog-centric lyrics to the iconic melodies of America's favorite nursery rhymes. The book is illustrated with Burns signature paintings, which New York Times best-selling author Dean Koontz describe as capturing “the essence of dogs,”



Front Cover



2 Page Spread from modern lullaby, *Rock-A-Bye Rufus*

Burns, an animal portraitist of almost 20 years and avid animal philanthropist, sees this book as a way to encourage children to read to their dog(s), an activity that has been [shown to improve reading ability](#). “I love that this book promotes the idea that reading to dogs is not only beneficial but fun as well,” Burns says. “There are hundreds of programs across the US that encourage children, who have trouble reading, to read to dogs. After just a short time, most of these kids improve their reading skills dramatically which helps improve self-esteem and lower their rate of absenteeism.”

Make no assumption that Rufus Rhymes is just for kids, though. As the subtitle states, it has “modern lullabies for dog lovers,” which are for any age. “I wanted to create a book that any dog lover – young or old – can enjoy,” says Burns. “Lullabies are cross-generational. Whether just learning them, or having not heard them in decades, the lullabies in this book have a fresh twist making them too sweet and funny to resist. Each

lullaby is brought to life with my painted images that show the clownish, endearing traits we all love about dogs.”

To see the full book, please contact Andrea at andrea@burnsstudio.com. Size: 8 1/2 x 8 1/2, Pages : 24, Price \$8.99.

About Ron Burns: Demand for Burns' original work, limited editions, and book continue to flourish on the strength of gallery sales, word of mouth among collectors, and media praise. Recently, he has been featured twice on Extreme Makeover – Home Edition, and CNN, Fox News, and other national television spots, including a segment on Good Morning America. Additionally, his art has been in multiple magazines, including TIME, New York Daily News, San Francisco Chronicle, and Forbes, which writes that Ron's style is “extremely collectible.” Clients include Elizabeth Taylor, the Princess of Morocco, Joan Rivers, and Doc Severinsen. A percentage of Burns sales are donated to animal welfare organizations across the country. For more information on Ron Burns, please visit www.RonBurns.com.