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June 24, 2025

The Purple School Showcases Children's Book *Spray, the Bug* at 2025 American Library Association Conference in Philadelphia

Philadelphia, PA – The Purple School, an innovative early education company focused on multilingual learning and inclusive learning, is proud to announce its first-time participation in the 2025 American Library Association (ALA) Annual Conference & Exhibition, taking place June 26–30 in Philadelphia.

At the center of The Purple School's exhibit will be *Spray, the Bug*, a whimsical and heartwarming children's book that celebrates curiosity, courage, and community through the adventures of a very special bug named Spray. The Purple School holds the exclusive rights to the title and is excited to bring it to educators, librarians, and literacy advocates from across the country.

Visitors to The Purple School's booth will have the opportunity to explore the book, speak with team members about its educational value, and purchase copies on-site. The book will also be featured in several promotional events throughout the conference, including giveaways and educator resources highlighting how *Spray, the Bug* supports early literacy and multilingual, multicultural engagement. *Spray's* story is one of inclusivity as it features a group of kindergartener bugs and animals coming together to learn about the diversity of names and about comma usage.

"Stories like *Spray, the Bug*, spark joy and connection across cultures and generations," said Joyce Shui, founder of The Purple School and author of *Spray, the Bug*. "We're thrilled to bring this delightful story to the ALA community and share how it aligns with our mission to make language learning fun and accessible for all children."

The Purple School invites ALA attendees to stop by its booth to discover *Spray, the Bug*, learn about their expanding library of multilingual children's content, and connect around a shared love of learning and literacy. At the conference and for in-person purchases, promotional pricing will be offered, and the author and illustrator will be available at different times to sign!

The Purple School was founded in 2001. It has used music and games to teach 11 different languages (English, Farsi, French, German, Italian, Japanese, Korean, Mandarin, Norwegian, Spanish, Vietnamese) to thousands of non-native speakers around the world, mostly children but also adult lifelong learners.

Spray, the Bug, is the result of a joyful family collaboration between the founder of The Purple School and her children. This charming picture book especially suited for ages 4-8 blends humor, rich vocabulary, and delightful illustrations to model kindness, celebrate unique names, and introduce key grammar concepts in a fun, accessible way. There are also some math and other brain challenges.

For media inquiries or more information, contact:

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<https://www.archwaypublishing.com/en/bookstore/bookdetails/856232-spray-the-bug>

<https://www.instagram.com/spray.the.bug/>

<https://www.facebook.com/Spray.the.Bug>

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