

PRESS RELEASE

FOR IMMEDIATE RELEASE

Press Release: New children’s book “The Purple Prince” helps families and caregivers handle the stress of caring for a newborn.

Author: Jannie Pilgrim

Illustrator: David North

Contact: Betty Chavis 917-750-1738

jannie.pilgrim@princegarrett.com

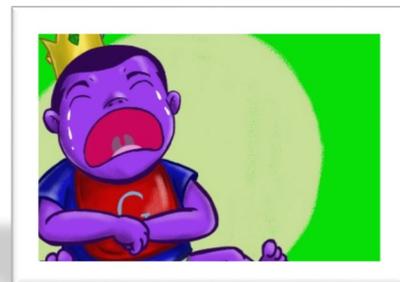
www.princegarrett.com

ISBN: 9798611271827

Managing a newborn can sometimes be challenging, especially if that baby is a crying child. Though crying is a natural part of parenting and caregiving, there are some babies that cry daily for hours on end and for months at a time. What is a parent to do in that situation?

A new book by author Jannie Pilgrim provides insight that can aid parents in dealing with a chronic crier, and can possibly save lives by providing information to help families get through a difficult period in child development. “The Purple Prince” is a colorful tale of a royal family’s attempt to soothe their baby prince and stop him from crying. The entire kingdom gets involved, trying everything they can to get the crying to stop! This colorful chronicle is loosely based on a true story and shares a challenge that many families have had to deal with, known as “The Purple Crying Period.”

“My own son Garrett went through it,” Pilgrim said of the Purple Crying Period. “I was unaware that this condition existed. Had I known, I could have made this period a little easier to handle for both of us. After learning about the Purple Crying Period, I was moved to share this information in a way that would make it easy for parents, families, and caregivers to digest.”



In some cases, Purple Crying can contribute to caregivers losing control, and may result in an unintended reaction such as Shaken Baby Syndrome, Abusive Head Trauma (AHT), Shaken Impact Syndrome, Inflicted Head Injury or Whiplash Shake Syndrome – all of which can cause serious brain injury for infants or toddlers. Knowing about the Purple Crying Period can provide parents with answers and help them overcome their sense of helplessness. This period of Purple Crying can begin as early as two weeks of age and can gradually increase and peak at around the second month of age.



It's important for parents and caregivers to understand that this is a normal part of child development. Understanding this can possibly save lives.

“I recall the more senior women of my family inadvertently making me feel that I was doing something wrong as a new mother,” Pilgrim said. “Even after explaining that I was doing all that I could to soothe my baby, they were not

convinced. Had I been aware of this period, I could have been more equipped to share this information with them.”

Information is contained at the end of the book that will aid in the learning process of this syndrome. The book is also equipped with lesson plans for educators. A scheduled released date is set for March 2020, and purchasing online can be done at PrinceGarrett.com, Amazon.com, bandn.com, and at local book stores. Those wishing to pre-order the book can e-mail: jannie.pilgrim@princegarrett.com.

More information on the Purple Crying Period can be found at the National Center for Shaken Baby Syndrome: <https://www.dontshake.org/purple-crying>
There is also a PURPLE app available across all app stores. Search cryingapp.info for more information.



About the Author:

Jannie Pilgrim is a professional motivator. Inspired by her then 6-year-old son Garrett, she began writing books to inspire other children to obtain their greatest potential. Pilgrim says: “I never dreamed of becoming an author. In fact, I was afraid to write. I wanted to help my son identify what made him wonderfully unique while building character and self-esteem. In 2013, I wrote my first book ‘Breakfast for a Prince.’”

The Purple Prince will be the twelfth release in the “Prince Garrett” series. Prince Garrett is a multimedia series – in addition to books, the series has music, a musical play, video books, e-books and audiobooks.

Pilgrim holds a Master of Science in Human Resources, a postgraduate degree in Training and Development from the Milano Graduate School of The New School University, and a Bachelor's in Business Administration from Baruch College of the City University of New York. She has more than 15 years of experience in human resources, she is a job coach, and is certified in the period of Purple Crying as a trainer.