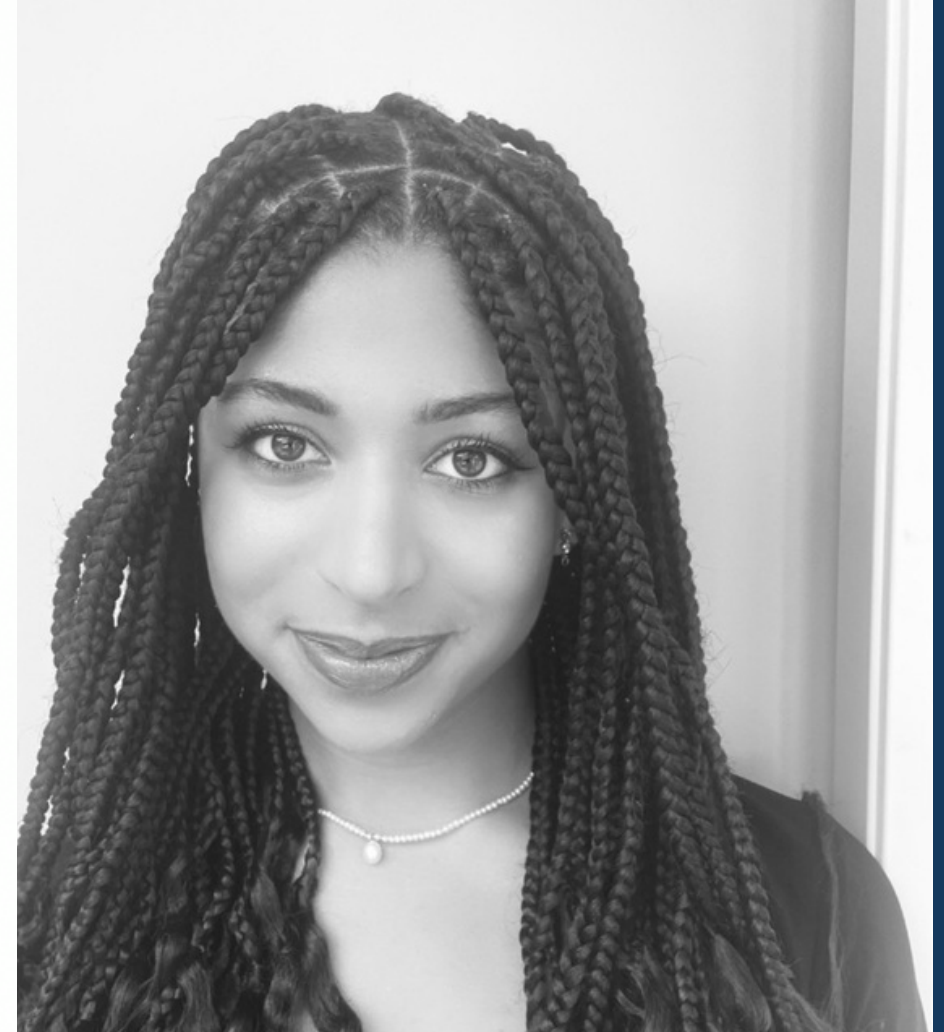


SCHOOLS ACROSS SIERRA LEONE ARE SET TO RECEIVE FREE COPIES OF A SHORT STORY COVERING IMPORTANT PANDEMIC CONCEPTS FOR CHILDREN

THE IMPACT

Tiger Roar, a short story aimed at educating children about the Covid-19 pandemic, is to be distributed freely to schools across Sierra Leone, helping children to better understand topics such as viruses, vaccines and immunity.

"My experience with 180 Degrees Consulting has been nothing but positive."



THE STORY

Set in an imaginary tiger kingdom, Tiger Roar is a short story designed to introduce young children to the important principles related to the Covid-19 pandemic, covering topics such as viruses, vaccines, and immunity, all in a non-culturally specific way. The author, Hannah Jusu-Sheriff, had set a goal with her publishing agency to distribute the book freely to 11,000 schools in Sierra Leone, so she was in need of some marketing and fundraising assistance. AskAuthor Jack Elliot was able to match Hannah with 180 Degrees Consulting, who produced a 35-page report documenting a detailed timeline of how to go about the marketing and fundraising of the book. Since then Hannah has been able to start selling the book internationally on Amazon and hopes that she will soon have enough funds to distribute it around Sierra Leone for free.

"My experience with 180 Degrees Consulting has been nothing but positive. I approached them for advice on my children's book after Jack Elliot recommended that they would be a good fit... They had so many unique recommendations, especially about sites I could use to advertise my book on. Their research was exceptionally thorough as they investigated exactly who my target audience should be for the book."

– Hannah Jusu-Sheriff, published with SLWS

"It was great working with my 180DC team on the Hannah's Covid-19 Book Project. We were all really glad to help Hannah with her goal to distribute over 55000 children's books on hygiene to schools in Sierra Leone. Our team focused on helping Hannah raise the initial money for publication along with a comprehensive marketing strategy to help her book reach a wider audience... I look forward to being able to continue to do so in future 180DC projects."

– Natasha Joseph Pottamkulam, Team Leader and Consultant 180DC



The leading publisher of high quality textbooks, novels and other works by writers of Sierra Leonean origin and other nationals whose works have a Sierra Leonean context in order to improve availability of such publications in Sierra Leone and in the world at large.

<https://www.facebook.com/salonewriters/>



180Degrees
CONSULTING
BRISTOL

180 Degrees Consulting is the world's largest consultancy for non-profits and social enterprises. They provide high-quality consulting services to social impact organisations so they can improve and expand their services.

<https://180dc.org/>

