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## Spider-Man delivers books over the Web

ABDO to offer Marvel comics as eBooks for schools & libraries

(Minneapolis, MN) May 19, 2011 • The ABDO Group announced today that they have reached an agreement with Marvel Entertainment to license the comic publisher's titles in eBook versions for the school and library market. The eBook initiative will begin with titles for the fall 2011 school year, and be part of the selections from the company's latest division, Abdo Digital. The eBooks will be available as Flash-driven "flip books" hosted by the company.

"ABDO and Spotlight are thrilled to take this next step in bringing the universe of Marvel characters to schools and libraries," noted publisher Jim Abdo. "We know kids and teens love these action-packed adventure stories in print. The chance to read eBooks with Spider-Man, the Hulk, Iron Man, and all of these incredibly appealing characters will get young people enjoying their reading like never before," he added.

The educational publisher has been releasing library editions of Marvel's comic books under their Spotlight banner since 2006, with more than 150 Marvel Age and Marvel Illustrated titles now in print. "With eBooks of Marvel titles, we're going to help educators entice readers with the latest reading technologies using the most popular characters in the world, all for kids to enjoy a book while they build reading and computer literacy skills," Abdo stated.

ABDO was the first educational publisher to license comic books in editions published for the school and library market. To help educators make the most of what can be a misunderstood format, ABDO provides resources for school lesson plans and other tools for teachers based on comic books. Free teachers' guides for Marvel and *Star Wars* comic books were posted on ABDO's site this spring, listing thousands of vocabulary terms, activity and research ideas, and more for 104 licensed comic books. A research compilation called "Comic Books & Literacy" includes citations on the benefits of comics for boys, ESL kids, Title I programs, special education, on-level readers, and more. Downloadable interviews with comics legends such as Stan Lee and Peter Mayhew (the actor who played Chewbacca in the *Star Wars* saga) are designed to help librarians and teachers get kids to read more about the people behind the characters they love.

"Our commitment to helping schools and libraries build a fun reading community with our graphic novel and comic book publishing has never been stronger," Abdo added. "We're excited to bring these Marvel characters into 21<sup>st</sup> century schools with the latest reading technology."

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**The family-owned ABDO Publishing Group is celebrating its 28<sup>th</sup> year in business, and publishes educational print books and digital products under their ABDO Publishing Company, Spotlight, Magic Wagon, and Abdo Digital divisions.**

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