

From *Emmy* winning TV Host & *Amazon* Bestselling Author Markette Sheppard

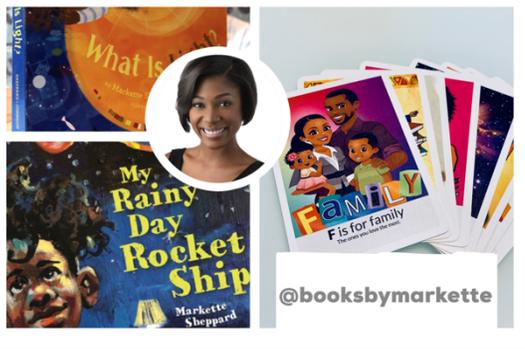
ALPHABET IN A FLASH

Unique ABC flash cards & Alphabet Poster Hits Homeschool Market

When it comes to creating unique children’s items that parents and teachers of all backgrounds love, [Markette Sheppard](#) has her finger on the pulse of what they want.

A successful entrepreneur, Emmy-award winning TV host, and bestselling children’s book author with Simon & Schuster, Markette’s first book, [What Is Light?](#) hit No. 1 on Amazon’s *Sense & Sensation* bestseller list weeks before it was even released. Markette followed that up with the timely and relevant stay-at-home adventure [My Rainy Day Rocket Ship](#).

Released during the height of the pandemic, ‘*Rainy Day*’ quickly became a fan favorite as it chronicled the day of kid stuck at home.



In her new children’s project *Alphabet in a Flash*, Markette created an [ABC flash card](#) set that pairs positive words with vibrant and fun multicultural images that correspond to each letter of the alphabet.

“From the moment I released the ABC flash cards, they have been selling like crazy! Homeschooling is the new normal and many parents are reaching out saying they want educational tools featuring black and brown children,” says Markette.

Markette has received orders from California and Oregon to New Hampshire and Florida—and everywhere in between. Inquiries from bookstores have also come in from near and far, including a shop in The Netherlands.

Markette attributes her accomplishments primarily to what she has learned about storytelling from her decade-long career as a journalist, interviewing thousands of thought leaders and notable figures in politics, entertainment and education.

“*Alphabet in a Flash* is an important educational tool—in an important time in America’s history. It helps children see themselves and each other beyond the headlines,” says Markette. “Half of the orders are coming in from white preschool teachers and parents who want to teach their kids using tools that are reflective of the multicultural world in which we live,” says Markette.

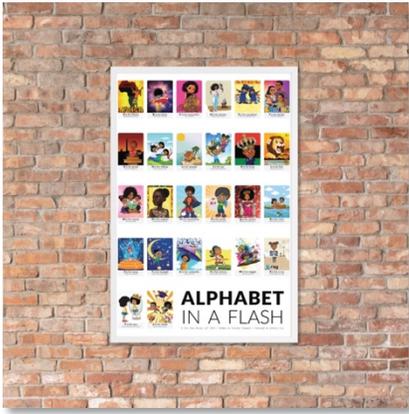
Experts agree that it is important for identity development for children to see positive examples of people who look like them, according to the study ‘*Wanting to See People Like Me*’ published in the *Journal of Youth and Adolescence*.

“When children have a positive view of their racial and ethnic identity, it acts as a protective factor by increasing their self-esteem ... therefore, reducing or protecting against psychological distress and improving mental health,” according to *Addressing the Mental Health Needs of Racial and Ethnic Minority Youth – A Guide for Practitioners*.



They are amazing! I teach many children of color and as a white middle aged woman I am acutely aware of curriculum (or teachers, for that matter) that have our children thinking, “Why doesn’t anyone look like ME?” Thank you! The art is gorgeous and the wipe off quality is perfect during these Covid times! - special educator, Eugene, Oregon! ❤️❤️❤️

Black children make up 18 percent of preschoolers, but they account for nearly half of all suspensions, according to a US Department of Education study. Markette sees the popularity of her books and educational tools featuring children of color as a referendum on what’s currently being offered to parents and teachers in classrooms.



“I’m here to tell black and white parents alike—I hear you and I see you. I created this for you and your children to learn and grow together.”

To help fulfill the growing demand by parents and teachers from across the country for multicultural teaching tools, Markette has also created an ABC poster.

Media outlets are paying attention to what Markette is saying. In the last 6 months she has been interviewed on several media platforms. She has a long history of appearances on nationally syndicated programs, including NBC’s **TODAY**, ABC’s *Live! with Kelly & Ryan*, the **Tamron Hall** show, **SiriusXM** radio—and local news programs— including as host **Great Day Washington** at WUSA in Washington, DC.

Feature story ideas about Markette’s [ABC flash cards](#):

- She Made That! How One Mom Couldn’t Find the Teaching Tools She Was Looking For, So She Created Them
- When We See Us: How Images in the Classroom Affect Kids’ Self Esteem
- ‘Woke’ Preschool: Teachers & Homeschooling Parents Look to Multicultural Teaching Tools in Social Justice Era
- Multicultural Gift ideas for the Holidays (Christmas, Kwanzaa and Just Because gifts that rock!)
- Lessons Learned After a Season of Social Unrest: How to Diversify Your Child’s Education

Markette’s high-quality ABC flash card set is made of textured linen and features:

- 26 full color flash cards with letters from A to Z on the front and inspirational phrases and letters on each back
- Guide sheet for learning, full color
- Size of card is 3.5 inches x 5 inches (perfect for little hands)
- Wipeable premium card stock

ABOUT MARKETTE



Markette Sheppard is an Emmy Award–winning journalist and children’s book author. Her bestselling debut book, *What Is Light?* (2018), inspired children to discover the light within through everyday surroundings. Her stay-at-home tale *My Rainy Day Rocket Ship* (2020) gave children hope when it was released during the height of the pandemic. She continues to chart new paths with Alphabet in a Flash, a new line of multicultural educational tools.

Markette is also founder of The GLOW Brands, LLC, a media company aimed at illuminating perspectives around the world. She earned an M.A. from American University in Washington, DC, and a B.A. from California State University. Markette lives in Maryland with her husband and son.