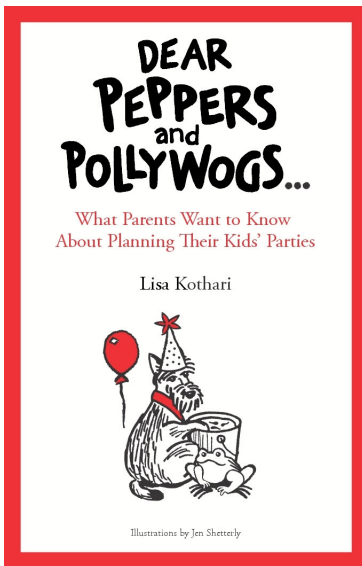




FOR IMMEDIATE RELEASE

Lisa Kothari's New Book: **Dear Peppers and Pollywogs... What Parents Want to Know About Planning Their Kids' Parties**, Gives Expert Answers to Parents' Hard-Hitting Questions

Los Angeles (July 2007) -- Children's parties have become a billion dollar business over the last few years, with 'bigger is better' casting a shadow over propriety. This trend is leaving parents with difficult modern-day questions on how to throw their kids' parties with both decorum and creativity.



That's why Lisa Kothari, party planning expert and founder of [Peppers and Pollywogs](#), announces the release of: ***Dear Peppers and Pollywogs... What Parents Want to Know About Planning Their Kids' Parties*** (image below), a book that features over 110 questions from parents with party-throwing conundrums and Kothari's innovative answers.

"Since the launch of Peppers and Pollywogs, I have received hundreds of questions from parents regarding the ABCs of party planning," says Kothari, "but I have also noticed how many challenging scenarios parents face as they plan their kids' parties each year. This book addresses those questions that are on parents' minds and also provides them with relevant tips for throwing kids' parties."

Useful Tips from the Expert's Lips!

In the 128 pages, expert Lisa Kothari shares all of her knowledge on children's parties. Complete with an easy to reference index, the book gives insightful, professional advice, answering real questions from parents including:

Q: Is it okay for my in-laws to rent my six-year-old son a ride in a Hummer for his birthday?

Q: Is it appropriate to ask for money in lieu of gifts?

Q: Is it ok to re-gift children's birthday presents?

Q: Do I need to entertain the parents that attend my kid's party?

Q: How do I determine who is invited to my child's party?



In addition to fielding questions on what to do about kids' first, joint, and holiday birthdays, Kothari's book also talks about tricky invitation situations, gift giving and receiving, goody bags, foods to serve, innovative party themes, and much, much more!!

Dear Peppers and Pollywogs... What Parents Want to Know About Planning Their Kids' Parties is available for purchase at www.Amazon.com and on the company's website www.PeppersPollywogs.com for \$9.95. For more information on Lisa Kothari and her book, please contact Clover Public Relations at 818-484-8664 or email at kelly@cloverpr.com.

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