

## **Erik Daniel Shein and Lawless Entertainment Teams Up to Launch My Storyland**

*Acclaimed writer/producer, Erik Daniel Shein, has named Lawless Entertainment as the worldwide agent for all media for his new 13 book collection entitled "Storyland". Each story features a beautiful holiday story for the entire family, featuring magnificent illustrations created by Lina Safar of Kiev Ukraine, veteran sales agent Richard Ellman's IPG brokered the deal.*

October 24, 2009 (FPRC) -- This thirteen rhyming-books series celebrates all of the major Holidays with the already well known christmas story the Forgotten ornament and highlights special worlds. Its 144 original characters are a cast of common and some exotic animals that live in harmony, have adventures, and learn within a protected and secure place—the sanctuary. Sarah, a young girl, has learned her love of nature and animals from her Grandmother Beverly, a zoologist. Sarah guides, observes, or reports on these diverse creatures in many of the books, while the remaining books deal with special environments in the 'world sanctuary.' All Thirteen of the books emphasize the preservation of nature, the uniqueness of all living creatures and important virtues, such as tenacity, responsibility, respect and compassion that the children and their parents who read this story to them can appreciate. A song (on CD) will accompany each book and a 'reading' of the book can be included.

Cathy Malatesta, President of Lawless Entertainment, said "We are so honored to be working with Erik on this beautiful collection and feel confident that it will be a huge success across all media the world over".

Erik Daniel Shein is a best selling author whose publishing career began at the age of 19. His first book, "Snakes and Other Reptiles of the Southwest" was reprinted on five different occasions and in several languages. He recently created / wrote and co-produced the soon to be released animated feature "The Legend of Secret Pass" [www.legendofsecretpass.com](http://www.legendofsecretpass.com) and has gained notoriety over the years with his many reptile series and family entertainment programs. Mr. Shein's website is <http://mystoryland.net/>

Lawless Entertainment, headed up by industry veterans Cathy Malatesta and Bryan Taw, creates, co-produces, distributes and markets both animated and live-action programming throughout the world for both film and television. Lawless works with content providers and has relationships with top film, television, home video, online and mobile distribution entities in every major market. Lawless Entertainment's website is [www.lawlessent.com](http://www.lawlessent.com).

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