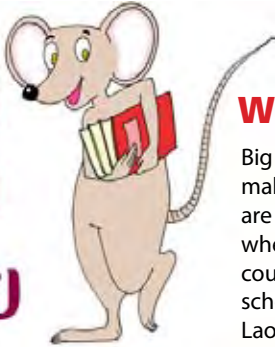


Big Brother Mouse

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Who are we and what do we do?

Big Brother Mouse is a new project, publishing books that make it fun and easy to learn to read. Today, few books are available in Laos, and they rarely reach the villages where most people live. Most children, especially in the countryside, have never read a book except for a few school textbooks, and some have not even read those. Few Lao people think that reading is enjoyable, adds to their knowledge, or improves their quality of life.

Big Brother Mouse wants to change these perceptions. Our goal is to show the rich diversity of experiences books can provide. Our books include modern adaptations of traditional Lao stories, local books inspired by international authors such as Dr. Seuss and non-fiction subjects ranging from dinosaurs to tooth decay and cartooning techniques. Some of our books are translated from other languages, but most are written with Lao culture and readers in mind.

Our books are a combination of Lao language and Lao-English. The latter are useful for people of any age learning the languages.

What our books have in common is making it fun to read – so tooth decay is explained by some fun-loving tooth bacteria!

Our enterprise is 100% Lao-owned. In addition to publishing, we also teach publishing skills while striving to increase reading and literacy country-wide. Our fast-growing enterprise employs 8 Laotians aged 15 to 23, who are learning to write, draw, use computers, and operate a business. After two years of preparation, our first books, for beginner readers were published in March 2006. We now also publish for older readers. More than 20 books are in the pipeline, and we have many more at the 'idea' stage.





One book can inspire a lifetime of learning



What can you experience?

- Visit our shop in Luang Prabang to meet the people writing, designing, and publishing the books. Our young artists welcome suggestions about how to improve their work.
- If you have a little extra time, we often have English texts that need proof-reading.
- Buy books and give them to teachers, libraries or directly to kids as you travel. Unlike candy or easily-broken toys, books benefit the recipient and can be shared again and again. A single book can spark a lifelong interest in reading.

- Our shop in Luang Prabang is located between Vat Xieng Mouane and Mixay Restaurant. We are also opening stores in Vientiane and Luang Namtha. Please look for our signs, or ask at your hotel or guesthouse. Our shop is open 8am to 7pm, 7 days a week.
- Check out our website for ideas about other ways to help, from within Laos and abroad.



Donation Guidelines

- \$10 – Buys 7 books for a classroom
- \$150 – Enables a book swap party in a village
- \$1200-\$1500 – Funds the development of a new book

