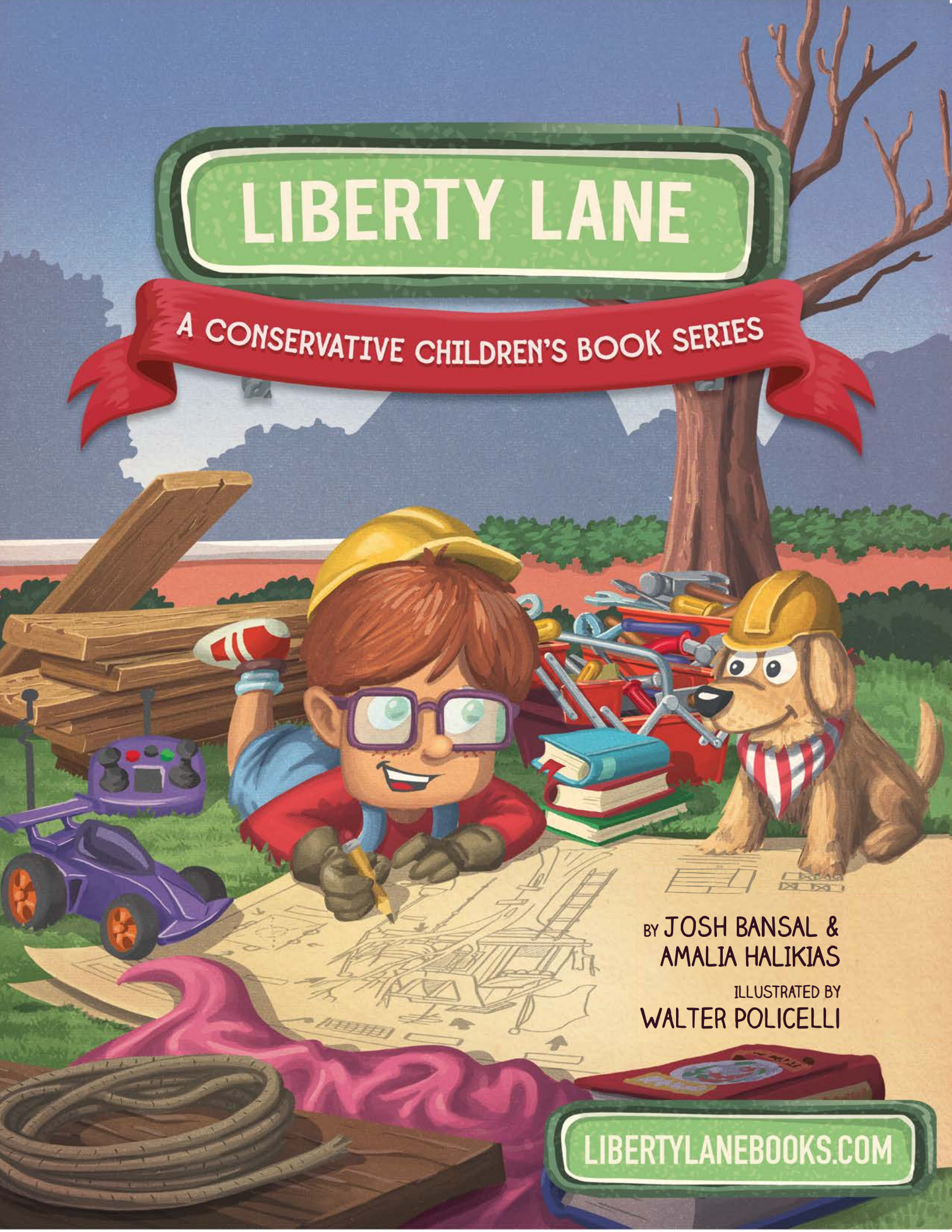


LIBERTY LANE

A CONSERVATIVE CHILDREN'S BOOK SERIES



BY JOSH BANSAL &
AMALIA HALIKIAS

ILLUSTRATED BY
WALTER POLICELLI

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\$59.99

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About the Series

Parents across America are concerned...and they should be. Today's children's book market is saturated with progressive messaging and prepackaged talking points.

The goal of Liberty Lane is to provide parents and kids a launchpad for conversations about principles. Rather than push a divisive agenda, Liberty Lane promotes values all conservatives share: **hard work, personal responsibility, tradition, humility, and patriotism.**

About the Authors

Josh and Amalia became friends in college, where they were both members of the Tory Party of the Yale Political Union. Josh studied philosophy and political economy and is currently pursuing a career in business and entrepreneurship. In college, Amalia studied political science and education policy. Her work focuses on strategic communications and messaging. In their free time, Josh and Amalia enjoy living in the greatest country in the world.



JOSH BANSAL



AMALIA HALIKIAS



Press

Yale Grads Publish Conservative Kids Books

The Daily Signal

"Each book opens with a quote by a famous conservative leader, such as George Washington, Edmund Burke, and Ronald Reagan...Reagan's words encompass the overarching mission of 'Liberty Lane'; specifically, to teach the next generation what freedom is and how we fight for it in our daily lives."

Endorsements



Michael Knowles
The Daily Wire



Reihan Salam
Former Executive Editor,
The National Review



Elizabeth Johnson
Activist Mommy

Q&A

What inspired the *Liberty Lane* series?

As we looked through best-seller lists, book store displays, and educational blogs, we were shocked to see how many children's books center around topics and themes that children should never be exposed to at such a young age. Many of these books contain explicit messages about gender identity and sexuality or promote racially divisive rhetoric. Books like *Red: A Crayon's Story*, *A is for Activist*, *Heather Has Two Mommies*, *10000 Dresses*, *I am Jazz*, *My Princess Boy*, *I Love My Purse*, and *Not Every Princess* illustrate the ways in which children's media has devolved over the past decade.

We believe these books preach identity politics and instill a culture of victimhood in our youth. And while you can find children's books on transgenderism on any Barnes & Noble shelf, there is a jarring shortage of trustworthy alternatives for conservative parents who hope to instill traditional values in their children.

This series fills the gap in the children's literature market. Rather than pushing a divisive agenda, *Liberty Lane* creates a wholesome world of stories that promote unifying values we should all share: **hard work, personal responsibility, tradition, humility, and patriotism.**

Tell us a little bit more about the stories.

The books follow Ralph, a young boy who's just moved to a new city, as he and his friends (and his pup Rufus!) explore Liberty Lane. Whether it's building a tree house, helping a friend find the meaning of tradition, or going on a field trip to the "Museum of American Patriots," the arc of each story helps teach a different conservative principle.

One important aspect of our stories is that Ralph isn't perfect. Just like all of us, he sometimes overestimates his abilities or makes mistakes. That makes Ralph more relatable, and it helps teach our young readers to admit to their mistakes and to always try to do better.

You two met in college, on Yale University's very liberal campus. Did that affect your views or influence you to write these books?

Absolutely. At Yale, one thing became clear to us: the progressive ideology that is rampant on liberal campuses is baked into students well before they arrive at college. Our peers seemed to always over-promise and under-deliver. Rather than take responsibility when things didn't go their way, our friends and acquaintances found any excuse they could. Worst of all, across Yale we saw a growing condescension for traditional values and animosity toward America.

Instead of focusing on reaching out to and warning adults (there are plenty of great authors and advocates in that space already), we decided to take on some of the bias that influences the youngest Americans through children's literature and media.

What was the process of writing the *Liberty Lane* series?

For the entire process, we lived in completely different states working full-time jobs in different industries. With endless help from our illustrator Walter, we worked late into the night and juggled weekend calls to write, revise, and finalize every detail you see in each of the five *Liberty Lane* books.



How is it different from other products in the market?

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To be frank, there is a jarring shortage of appropriate, non-leftist children's literature. *Liberty Lane* is one of the few (if any) conservative series that combats the progressive agenda. Instead of promoting any explicit policies, we focus on wholesome, relatable messages that guarantee to parents that our content is safe and appropriate for children.

This is labeled a conservative children's book series, but I don't see references to political issues. Why not?

Liberty Lane is not about supporting a specific politician or policy agenda. By saying this is a "conservative" series, what we really wanted to make clear is that there's no progressive messaging. In short, parents can trust *Liberty Lane*. As for the five core values, we believe the left has increasingly abandoned **hard work, personal responsibility, tradition, humility, and patriotism**, and we look to reclaim these values as both American and conservative.

What is the target reading age?

We think the prime age range for these picture books is 4 to 8 years old. But the lessons in our stories really speak to readers of all ages (and we've hidden some fun "Easter eggs" for the parents as they read through!). Not to mention, the illustrations, drawn by the extremely talented Walter Policelli, are truly incredible.

It seems you guys have done some research on the children's book market. What advice, if any, do you have for parents of young kids?

Parents:

It's not as bad as you think; it's worse. Kids are flooded with so much progressive propaganda in school and through the media. It's rare to find teachers or curricula or TV shows or books that you can trust.

Unfortunately, there is no easy solution. We've all just got to be informed, get involved, and make sure we are always talking to our kids about what's true and what's right.

