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## BeaLu Books Brings a Personal Touch to the Craft of Children’s Literature

Tampa, FL (May, 2020)—Whether crafted to educate or to motivate and inspire young booklovers, readers should have access to books that feel tailor-made for them. Such is the inspiration behind BeaLu Books, a Tampa-based independent book publisher specializing in children’s poetry, fiction and nonfiction.

When founding editor, Luana K. Mitten, first began iterating on the idea of launching a small book press, she had already cultivated a deep passion for working with and developing authors. She spent the better part of fifteen years in the publishing industry, working in a variety of editorial roles, including editor-in-chief. But, like many women trying to navigate the delicate balance between motherhood and a fulfilling career, she found the prospect of frequent travel and long hours away from her son difficult. She could not both be the mother she wanted and follow her passion for publishing by working for a traditional publishing house, so Luana harnessed her entrepreneurial spirit—and a good dose of courage—and took a leap of faith, establishing BeaLu Books in July 2015.

“I want readers to find books that engage them, motivate them to read more and see themselves as a reader and writer,” says Mitten of the driving motivation behind BeaLu Books. “I want readers to feel like the books were written for them, not at them. I want them to find books that provide support and challenges, broaden their vocabulary, and make them more engaged with the world around them.”

Since its inception, the small but mighty children's book press has published more than a dozen titles geared towards K-5 and middle-grade readers. "Every element of our books is intentional to provide the best experience for readers," says Luana, who employs a vibrant mix of talented creatives that help shape her authors' visions for their books, from editorial development to illustration and design. "Each book presents its own set of challenges. Sometimes it's the length of text, sometimes it's balancing writing craft with content, sometimes it's editing to make characters crisp and clear."

To learn more about Luana Mitten and her talented team, please reference the BeLu Books Bio sheet or visit: [www.bealubooks.com](http://www.bealubooks.com).

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*Publishing Books For K-5 and Middle-Grade Readers by Those Who Know Them Best!*

## The Creative Team

### BeaLu Books Team



**Luana K. Mitten** is the founding editor and CEO of BeaLu Books, which she established in July 2015 as a way to bring the joy of quality children's book publishing to young authors and readers. Having personally written 58 books and edited hundreds more, Luana brings a wealth of experience to her role. Prior to founding BeaLu Books, she served in a host of editorial roles and worked as an educator, teaching creative writing and reading to elementary school students. As the founding editor of a small but mighty independent book press, she works with authors to take their writing from manuscript to book and

coordinates with her talented team of in-house illustrators and designs to produce titles that support development and challenge young readers. She lives with her very supportive husband, son, and canine companions, Mr. Beans and Lucy, in Tampa, Florida.

#### Find her online at:

Twitter: @Luana\_Mitten @BooksBea

Facebook: @BeaLuBooks

Instagram: @BeaLuBooks

LinkedIn: <https://www.linkedin.com/in/luanakmitten/>



**Tara Raymo** is BeaLu Books' Art Director. A graphic designer and artist by trade, she has worked in children's book publishing for more than a decade and oversees all aspects of the book design process, from interior layout to exterior design. She was first drawn to children's books because she loves the challenge of figuring out how to make books both fun and engaging for young readers. She is based in Port St. Lucie, Florida.

## BeaLu Books Authors



**Precious McKenzie** is the author of more than 30 children's books, most notably *Cinder Yeti* (BeaLu Books, 2019). She received her Ph.D. in English from the University of South Florida and currently serves as an associate professor of English at Rocky Mountain College in Billings, Montana. She is a member of the [Society of Children's Book Writers & Illustrators](#) and the [Rocky Mountain Modern Language Association](#), and was recently awarded a Fulbright scholarship to study folktales and myths in Ireland. Her latest children's book, *Ruffian*, a middle-grade historical fiction book about the racehorse Ruffian, is

forthcoming from BeaLu Books in September 2020.



**Sarah Frank** is a teenage writer and poet and the author of BeaLu's One Chance Series. Her first novel, *One Chance* (BeaLu Books, 2018), was awarded a silver medal in Juvenile Fiction by the Florida Authors & Publishers Association, Inc. She has since published a second book in the series, *Two Secrets* (BeaLu Books, 2019), with the third installment, *Three Quests*, forthcoming Oct. 2020. In addition to juggling her education and an ambitious portfolio of extracurricular activities, Sarah has spent much of her time in between publications inspiring other young writers to pursue their own literary ambitions. She lives in

Tampa, Florida, and attends Howard W. Blake High School of the Arts, where she majors in creative writing.



*Publishing Books For K-5 and Middle-Grade Readers by Those Who Know Them Best!*

## About BeaLu Books

### **10-word:**

An independent children's publisher that seeks to educate and motivate.

### **25-word:**

BeaLu Books is an independent children's book publisher that seeks to educate and motivate, delivering content that supports and challenges young readers of every genre.

### **50-word:**

BeaLu Books is a Tampa-based independent book publisher that seeks to educate and motivate young readers of every genre. Each title is crafted with the burgeoning booklover in mind, providing content that supports development and challenges readers to broaden their vocabulary and more closely examine the natural world around them.

### **100-word:**

BeaLu Books is a Tampa-based independent book publisher that seeks to educate and motivate young readers of every genre. Each title is crafted with the burgeoning booklover in mind, providing content that supports early childhood development and challenges readers to broaden their vocabulary and more closely examine the natural world around them. Our goal is to bring our authors' stories to life and produce books that a diverse group of young readers can both deeply connect with and derive inspiration from. We leverage years of experience, a careful eye for editorial development, and a talented team of illustrators and designers.