

# Top publisher teams with top maker of bilingual materials

7 December 2020

---

One of the country's top book publishers is partnering with an award-winning education technology company that specializes in bilingual materials for kids.

Macmillan Publishers announced Monday that it had formed a "strategic" relationship with Encantos, where products range from board books to interactive games. Macmillan will distribute Encantos' current catalog and collaborate on new projects, including "Tiny Travelers," which helps kids learn about geography and other cultures.

"Encantos is at the cutting edge of bringing diverse voices to [children's](#) entertainment and education," Macmillan Children's Publishing Group President Jon Yaged said in a statement.

Encantos CEO and co-founder Steven Wolfe Pereira said in a statement, "With over 50 percent of kids in America today being multicultural, there is an incredible hunger for more diverse voices. We work with authentic storytellers, to tell authentic stories with mass appeal from diverse perspectives."

© 2020 The Associated Press. All rights reserved.

This material may not be published, broadcast, rewritten or redistributed without permission.

APA citation: Top publisher teams with top maker of bilingual materials (2020, December 7) retrieved 18 May 2021 from <https://phys.org/news/2020-12-publisher-teams-maker-bilingual-materials.html>

*This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.*