



**FOR IMMEDIATE RELEASE:**

## **Mascot Books Publishes *Beato Goes to Japan***

**By Sucheta Rawal**

**Herndon, VA; April 11 2018:** Mascot Books announces the release of *Beato Goes to Japan* (ISBN: 978-1-68401-941-0) by Sucheta Rawal in May 2018.

*Beato Goes To Japan* is the fourth book in a series of children's picture books designed to educate children about different countries and cultures. In Japan, Beato, a real-life cat who resides in Atlanta, meets Kazumi, a girl from Okinawa (based on a true character), who acts as his tour guide and takes him on a fun and adventurous trip around the country. Together they learn about Japan's capital Tokyo, sleep in a capsule hotel, write in calligraphy, fight sumo wrestlers, eat colorful mochi, and encounter tanuki and snow monkeys. Each page showcases a fun aspect of Japanese culture!

The theme of the book is respect for elders. Beato understands the meaning of the word 'sensei' (teacher), using 'san' after someone's name and how to properly bow in Japanese culture.

*Beato Goes To* series of books are appropriate for ages 4-7 and make for great international learning tools. Beato's other adventures include *Beato Goes to Greenland* focusing on environment, *Beato Goes to Israel* discussing religious diversity, and *Beato Goes to Indonesia* on endangered animals.

**Follow Beato on Facebook and Twitter @BeatoGoesTo. Follow the blog and download additional resources at [www.beatogoesto.com](http://www.beatogoesto.com)**

### **First Augmented Reality App**

*Beato Goes To Greenland* is available on iTunes and Google Play as a 3-D App (Free) that can be used with the book to make the pages come alive, or Augmented Reality App (\$9.99) which can be used without the book. The apps feature sound, motion, interactive touch screen activities, and read-to-me story telling making reading fun and engaging.

### **About the Author:**

Sucheta Rawal is an award-winning food and travel writer, cooking instructor, and philanthropist. As the founder of the nonprofit Go Eat Give, Sucheta's personal mission is to raise cultural and diversity awareness of different countries with adults and kids. The organization connects people around the world through volunteer and cultural immersion tours, cooking classes, speaker events, and blogs. Originally from India, Sucheta moved to United States at the age of 17 and has traveled to 70 countries. She has been a freelance writer for various print and digital publications, including CNN, Creative Loafing, CheapOAir, and The Huffington Post.

She also motivates students and adults to follow their own passions and travel with a purpose, by speaking at corporations, schools, travel shows, and conferences. Sucheta was named "One of the Five Most Influential Cultural Bloggers in The World" by the Foundation of Florence, Italy in 2012. She is named "40 Under 40 - Georgia's Best and Brightest" by Georgia Trend magazine in 2016 and by Georgia State University in 2018 and nominated for "Georgia's Author of the Year 2018" in children's books category.

**More information about the author at [www.suchetarawal.com](http://www.suchetarawal.com)**

To set up an interview, reading, book signing, or for more information regarding *Beato Goes To*, please contact: Sucheta Rawal at [sucheta@beatogoesto.com](mailto:sucheta@beatogoesto.com) or phone (404) 357-0172.

*Beato Goes to Indonesia* is registered with the American Wholesale Book Company, Baker & Taylor, Follett Library Resources, and Ingram, and available online with the following retailers:



### **About Mascot Books**

Mascot Books, located in Herndon, Virginia, was co-founded in 2003 by Naren Aryal. Mascot Books has published over 1,000 books with a diverse library of titles including children's, young adult, fiction, nonfiction, cookbooks, and more. Learn more at [www.mascotbooks.com](http://www.mascotbooks.com).