

# Beato Goes To...

Press Kit

# Press Release



## **Mascot Books Publishes *Beato Goes to Japan* By Sucheta Rawal**

March 13, 2018: Mascot Books announces the release of *Beato Goes to Japan* 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.



# About The Author

Sucheta Rawal is an award-winning food and travel writer and children's books author. She has authored 'Beato Goes To' children's picture books based on her own travels to educate kids about the world's cultures. Beato Goes to Greenland, Israel, Indonesia and Japan are her first four books.

Sucheta has traveled to 70+ countries with a focus on culinary, sustainable and volunteer travel, contributing her stories to CNN Travel, Fodors, The Huffington Post, and Creative Loafing Atlanta.

Born and raised in India, Sucheta graduated from Georgia State University with a Masters in Finance and worked in investment banking, market research and human capital consulting, before realizing her true passion was learning and giving back.

Sucheta founded [Go Eat Give](#), a 501(c)(3) registered non-profit with a mission to raise awareness of different cultures through travel, food and community service.

Sucheta was named 'Georgia's 40 Under 40 – Best and the Brightest' by Georgia State University (2018) and by Georgia Trend Magazine (2016), and nominated for Georgia Author of the Year Award in children's books category (2018). She is a frequent speaker at schools and events across the country.

She resides in suburbs of Atlanta with her husband and her cat, Beato.

Read more at [www.suchetarawal.com](http://www.suchetarawal.com)



# Beato Goes To Greenland

(ISBN: 978-1-63177-626-7)

"In Greenland, we have to travel on a sleigh with our husky dogs," Ina explained as they journeyed together. "They're not pets. They live outside the city in a dog park. Every home in the village has their own herd of dogs and they keep their sleds in their garages just like a car."

"Wow, I'm glad I'm a cat!" exclaimed Beato.



In Greenland, Beato meets a local girl Ina, at her sheep farm, who acts as Beato's tour guide and shows him around her country.

Together, they visit the largest ice sheets, see polar bears and eat with an Inuit family.

Beato finds about Greenland's capital, currency, transportation, nature, food, people, games and animals.

He learns that Greenland is not really green!



# Beato Goes To Israel (ISBN: 978-1-63177-628-1)

On his next trip, Beato sets out on an adventure to Israel where he rides a camel, floats in the Dead Sea, and learns about the Holy Land.

Beato is guided by a local girl, Helena, who shows him the four quarters of Old Jerusalem and teaches him about different religions.

They try unique foods at the markets in Tel Aviv, climb up the Bahai garden in Haifa, encounter Bedouins in the Negev Desert and celebrate the new year at a Kibbutz.

Beato learns about living in harmony despite cultural and religious differences.



"What is the date today?" Helena asked.

"It's January 24th," Beato replied after checking his phone.

"It's the Jewish holiday called Tu B'Shvat (too-bee-shee-vat), and we should celebrate!"

They headed to a kibbutz (ke-boots), a beautiful community with gardens, playgrounds, swimming pools, and a dining hall. They joined everyone and picked fruits from the trees.

"You have to eat ten kinds of fruits and drink four cups of wine to mark the New Year of the Trees," said Helena as she fixed her plate.



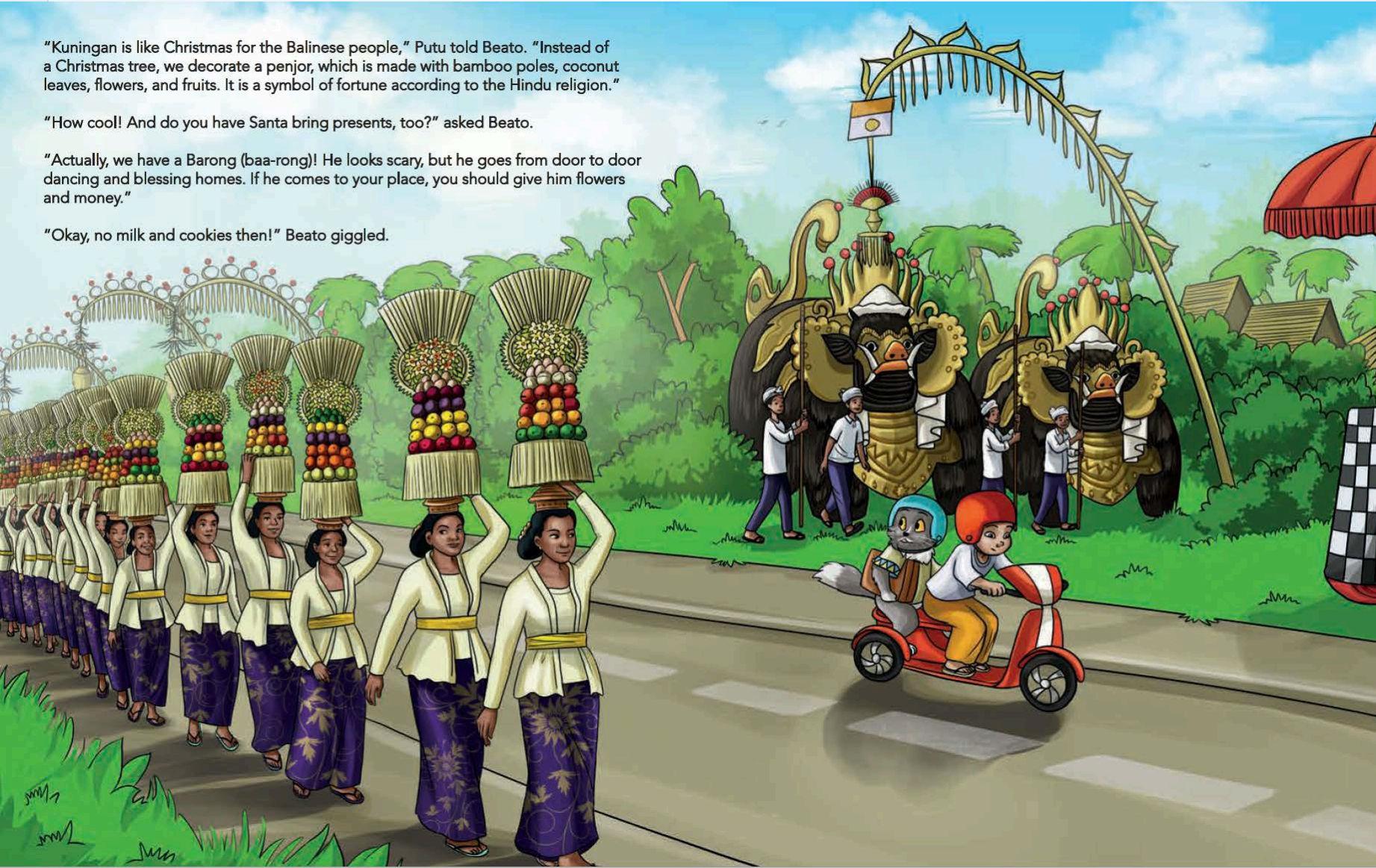
# Beato Goes To Indonesia (ISBN: 978-1-63177-630-4)

"Kuningan is like Christmas for the Balinese people," Putu told Beato. "Instead of a Christmas tree, we decorate a penjor, which is made with bamboo poles, coconut leaves, flowers, and fruits. It is a symbol of fortune according to the Hindu religion."

"How cool! And do you have Santa bring presents, too?" asked Beato.

"Actually, we have a Barong (baa-rong)! He looks scary, but he goes from door to door dancing and blessing homes. If he comes to your place, you should give him flowers and money."

"Okay, no milk and cookies then!" Beato giggled.



In Indonesia, Beato meets Putu, a Balinese boy who shows Beato how to fly kites, play badminton, race on stilts and do yoga.

The new friends learn about Indonesian capital, language, customs and even see many of the endangered animals!

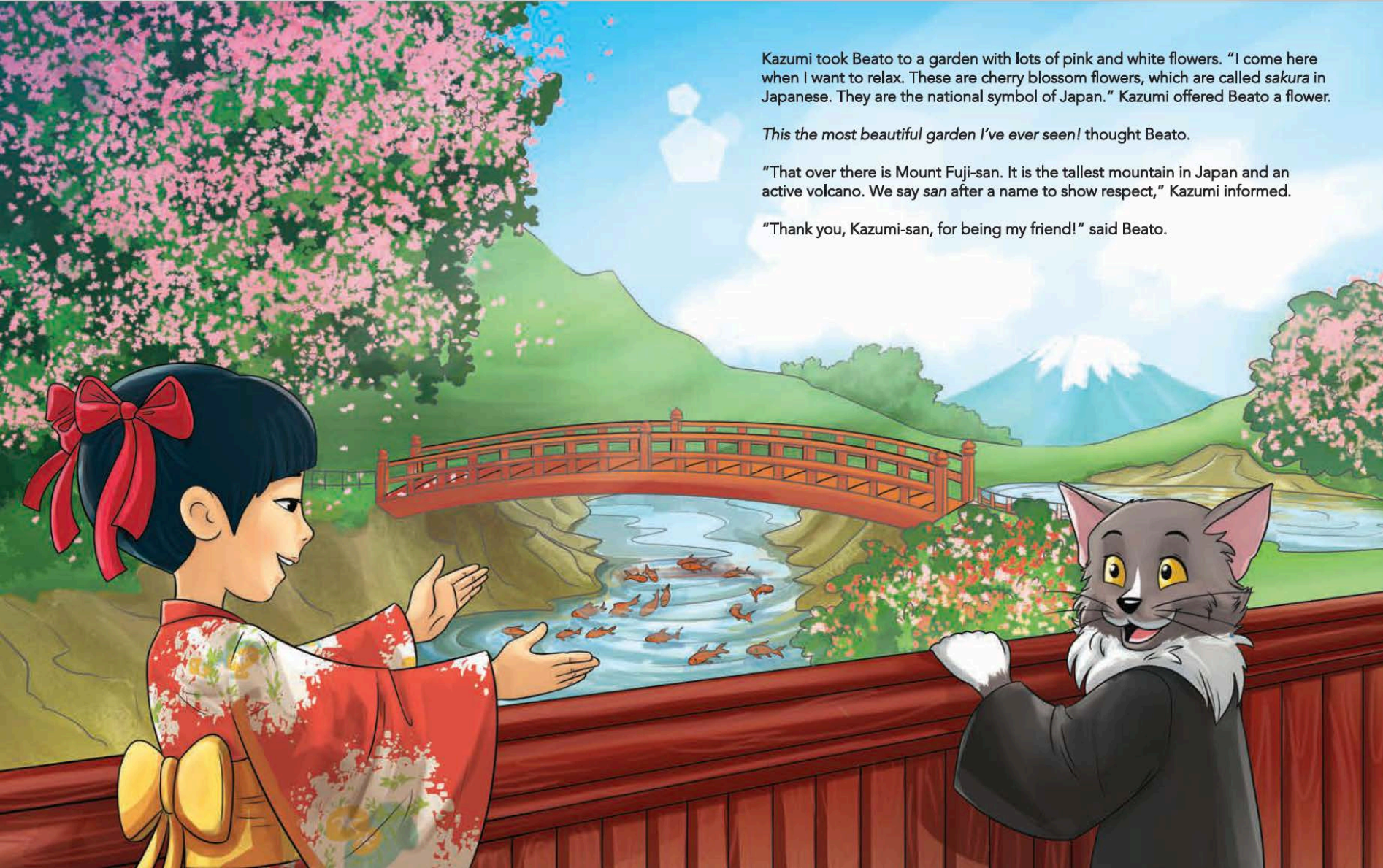
Beato learns about protecting habitats of endangered animals so future generations can enjoy them.

Portion of proceeds from *Beato Goes To Indonesia* will be donated to the Bali Children's Project, a nonprofit organization that helps kids in the villages on the island of Bali, receive education.



# Beato Goes To Japan

(releasing May 2018)



Kazumi took Beato to a garden with lots of pink and white flowers. "I come here when I want to relax. These are cherry blossom flowers, which are called *sakura* in Japanese. They are the national symbol of Japan." Kazumi offered Beato a flower.

*This the most beautiful garden I've ever seen!* thought Beato.

"That over there is Mount Fuji-san. It is the tallest mountain in Japan and an active volcano. We say *san* after a name to show respect," Kazumi informed.

"Thank you, Kazumi-san, for being my friend!" said Beato.

During his 4<sup>th</sup> trip, Beato travels to Japan where he meets Kazumi, a girl from the island of Okinawa.

He eats sushi, sleeps in a capsule, meets sumo wrestlers & bathes with snow monkeys. Beato also learns about the capital of Japan, Mount Fuji, manga, robots, calligraphy, and more!

In Japan, Beato understands why it is important to respect elders and teachers.



# Augmented Reality App

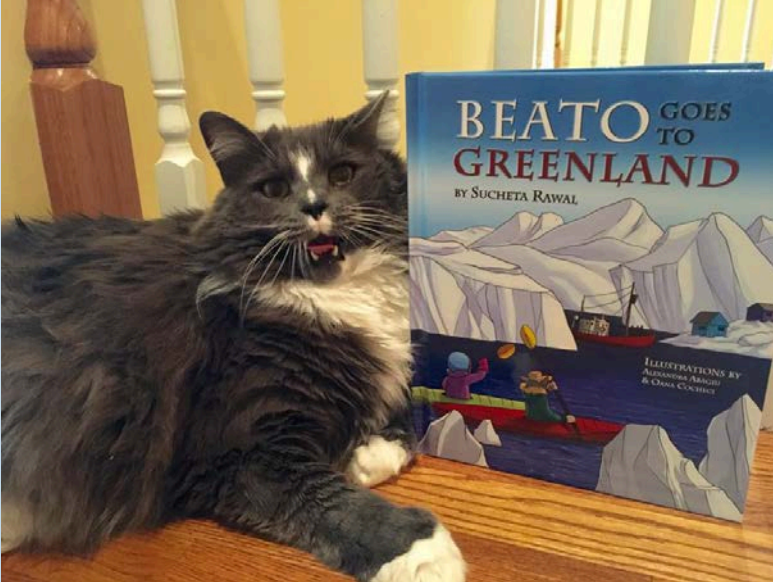
*Beato Goes To Greenland* is available on iTunes and Google Play as a 3-D App (Free) that can be used with the book to make the pages come alive, or Augmented Reality App (\$9.99) which can be used without the book. The apps feature sound, motion, interactive touch screen activities, and read-to-me story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



*Click play to  
watch video*



# Fun Facts



- *Beato Goes To* books are inspired by Sucheta's actual travels and the illustrations are based on her photos.
- Beato is Sucheta's real life Norwegian Forest Cat, who lives in Atlanta, GA.
- Russo, the Cairn Terrier, is Beato's brother in real life.
- The kids portrayed in the books are also actual kids from those countries.
- In real-life, Beato's favorite things are olives, catnip, head rubs, and he is always posing for the iPhone camera.



# Reviews



★★★★★ on Amazon.com

“My nephews, who are 6 and 8, took turns reading the book to me. I like for them to learn about how people around the world live, eat and love, as fundamentally we all the same. And what is more fun than following the adventures of a curious cat?” – Karen Ko

“Beato goes to Indonesia was a great way to teach my 7 year old of the joys of travel. He learned about a different country through the eyes of a cat. I think that helped capture and retain his attention when reading the book. The silliness of a travelling/inquisitive cat is hopefully the hook needed so he will want to explore new worlds.” ~ Jim Needle

“My 5-year old son loves the Beato series (as do we his parents)! He asks us to read them to him again and again. We have all the books in the series. We love learning about the unique destinations and pointing out their locations on our wall map. If you want to inspire a love for discovery and travel in your kids as well as grow their cultural understanding, these books are highly recommended.” ~ Jamie Papa

“Beato goes to Israel” was one of the first books we bought for our young children and we absolutely love it! The idea is very unique - the story is exciting for children as it explains new places, new culture and takes them on a tour to all these exotic places. Excellent mix of education, variety and fun. The illustrations are colorful and appealing. The book touches on so many aspects - culture, religion people, places & food. I can't wait to take my children on a tour of Israel!” ~ Atul Singh



# Author Interview

## **What motivated you to write this book?**

I have been a travel writer for 10 years and have traveled to 70+ countries. So far, I haven't found a series of really good books that engage young readers and teach them about the world. I want to reach out to this audience and expose them to our beautiful and diverse world.

## **Why a cat?**

Who doesn't love cats? Well most people do! The reason I picked a cat as the main character is because Beato is inquisitive, silly, curious and unbiased. Having no religion or race of his own, he assimilates with new environments and connects with kids from around the world.

## **Why do you think Beato Goes To series of books are important today?**

We no longer live in an isolated world, and it is in one's interest to learn about, as well as to accept cultural differences. By understanding what makes us unique, our future generation will be better suited to have peaceful relations.

## **What are some other books coming in the series?**

There are at least a dozen books in my head! After Japan, Beato will be going to Brazil and who knows where to next.





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# Downloads

[Book cover – Beato Goes To Greenland](#)

[Book cover – Beato Goes To Israel](#)

[Book cover – Beato Goes To Indonesia](#)

[Author headshot](#)

[Beato's character image](#)

[Wholesale order form](#)

