



MEDIA & PRESS KIT · 2026

MoonKidsPress

Activate Curious, Capable Minds

*A Busy Parent's Guide to Literacy, Language, and
Learning from Crib to Kindergarten*

By Marcia Moon

PUBLISHER
MOONKIDSPRESS

PUBLICATION
SUMMER 2026

WEBSITE
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About the Book

Activate Curious, Capable Minds is a practical guide for busy parents who want to give their children the strongest possible start in literacy and language — from birth through kindergarten.

Written by early childhood literacy advocate Marcia Moon, the book distills decades of classroom teaching, consulting, and parent coaching into clear, actionable strategies grounded in the latest brain research. Marcia shows caregivers how to choose and use quality children's literature, build vocabulary through everyday conversation, and create a foundation for lifelong learning through reading aloud, purposeful talking, and play-based learning.

Marcia's core belief: every child is already intelligent and ready-made for learning. The adults around them hold extraordinary power to activate that potential — and this book puts that power directly in parents' hands.

AT A GLANCE

AUTHOR

Marcia Moon

FOR

Parents of ages 0–5

FOCUS

Early Childhood Literacy

PUBLICATION

Summer 2026

WEBSITE

moonkidspress.com

Press Boilerplate

Use the following paragraph in press release footers and media mentions.

ABOUT THE BOOK

Activate Curious, Capable Minds: A Busy Parent's Guide to Literacy, Language, and Learning from Crib to Kindergarten by Marcia Moon equips busy parents with practical, evidence-based strategies to build vocabulary, language skills, and a lifelong love of reading — starting from birth. Marcia Moon is an early childhood literacy advocate, teacher, and parent coach who has worked with thousands of families across the nation. Published Summer 2026. Learn more at moonkidspress.com.

Key Facts & Figures

Birth–5

TARGET AGE RANGE

Crib through kindergarten

Summer 2026

PUBLICATION DATE

Paperback · English

ALA 2026

DEBUT EVENT

Chicago, IL · June 2026

- Marcia has worked with thousands of teachers, children, and parents across the nation
- Grounded in the latest developmental brain research on early language acquisition
- Covers three foundational practices: reading aloud, purposeful talking, and play-based learning
- Written for parents, caregivers, and early childhood educators of children ages 0–5
- Debuts at ALA Annual Conference — the largest library gathering in the United States, June 2026
- Marcia is available for interviews, podcasts, school visits, and speaking engagements

"All children are already intelligent — in fact, ready-made for learning. Early interactions with caregivers create compounding cognitive development that lasts a lifetime."

— MARCIA MOON, AUTHOR

Author Profile



Marcia Moon

EARLY CHILDHOOD LITERACY ADVOCATE · TEACHER · CONSULTANT · PARENT COACH

Marcia Moon has spent decades at the intersection of early childhood education, literacy research, and family coaching. As a classroom teacher, consultant, and coach in early childhood centers and elementary schools across the country, she has worked directly with thousands of teachers, children, and parents.

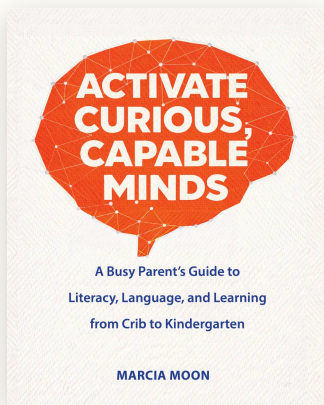
Her approach is rooted in a single conviction: every child is already intelligent, and the adults around them hold extraordinary power to activate that potential. Through reading aloud, purposeful conversation, intentional vocabulary-building, and play-based learning — all grounded in the latest findings in developmental brain science — Marcia helps parents transform ordinary daily moments into compounding cognitive investments.

Her debut book, *Activate Curious, Capable Minds*, brings that philosophy to a wide audience for the first time — distilling her years of experience into a practical guide any busy parent can use from day one.

MARCIBAURMOON.COM

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The Book



Activate Curious, Capable Minds

A Busy Parent's Guide to Literacy, Language, and Learning from Crib to Kindergarten

This practical guide helps busy parents choose and use quality children's books to build vocabulary, language skills, and a love of reading from the very start. Drawing on decades of teaching and coaching, Marcia Moon makes the latest brain research accessible and immediately actionable.

Readers learn how to select books that build vocabulary and imagination, create rich language environments through everyday interactions, and establish a foundation for lifelong learning — without adding complexity to an already full life.

Reading Aloud

Vocabulary Building

Brain Research

Play-Based Learning

Early Literacy

Parent Coaching

AUTHOR

Marcia Moon

PUBLICATION

Summer 2026

PUBLISHER

MoonKidsPress

LANGUAGE

English

FORMAT

Paperback

AGE RANGE

Parents of 0–5

Upcoming Events

JUNE
2026

American Library Association Annual Conference

CHICAGO, ILLINOIS

Marcia Moon makes her conference debut at ALA Annual — the largest gathering of librarians, educators, and book professionals in the United States. Meet the author, see the book, and pick up advance copies. MoonKidsPress's official launch event.

For speaking engagements, school visits, or additional events contact info@moonkidspress.com.

Brand Assets

Brand Colors



Typography

DISPLAY / HEADINGS

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BODY COPY

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Italic body text available.

Weights 400, 500, 600 · Google Fonts

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