

For Immediate Release
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NEWS RELEASE

Michigan 10-year-old impacts parents and children across the country

SOUTHFIELD –MI combining motivation and determination to promote literacy and entrepreneurship, 10-year-old author Estin Baldwin who is recognized as the youngest published African- American author in America, has influenced parents and children around the country since the release of his first book, *Skate It*, in November 2009.

Following a wave of national and local media attention, Estin and his mother and manager Sunsaria Baldwin have been overwhelmed by the response to *Skate It*. Even prior to the book's availability in major retail stores, Estin has received orders from across the country, and in his home state, Michigan.

“I am very excited to know that I’m making parents and their children pleased,” said Estin. “Sometimes, I get nervous when I go to some of my engagements and see how many kids and parents are excited about meeting me.”

Skate It tells the story of four diverse friends who set out to prove their mettle by competing in a skateboarding national championship. Readers follow the ups and downs of their journey to Los Angeles and learn that values, perseverance and goal setting pay off. Estin is still aiming for his book to become a film or cartoon series.

Estin is also President of Estin’s Enterprise, LLC, a company that develops, designs, and distributes products. The company is seeking endorsements to use “Estin” as a name brand on products like skateboards and skateboarding shoes. The company's newest product is an audio CD, “The First Ten Steps to Becoming a Young Successful Self-Published Author.”

“We get a lot of kids and parents who ask us questions during Estin’s book signing and speaking engagements as to how they or their children can get started to become an author,” said Sunsaria Baldwin. “We thought it would be a good idea to offer a tool that would aid them in their request.”

Sunsaria and Estin created The National Association of American Children Authors Foundation (NAACA) in February of 2010, because of their desire to help other children reach their potential. Through grants, the foundation will support literary tutoring programs and programs that teach children how to become self published authors.

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Because of his success, Estin has been featured in Essence Magazine (April 2010), on the Tom Joyner Morning Radio Show, WGPR 107.5's Mason in the Morning Radio Show, Local and Cable News, Share It Today Show (hosted and produced by Sunsaria Baldwin), and many Detroit metro area newspapers and are currently on websites like BET.com, BlackCelebKids.com, Blackamericaweb.com, etc, etc. Estin has been recognized by Michigan Governor Jennifer Granholm, City of Southfield Mayor Brenda Lawrence, State Representative Vincent Gregory and the Oakland County Board of Commissioners. Having made appearances in a television commercial and promo, Estin has been auditioning for children's television shows, including Disney TV. Estin is also touring and promoting literacy through book signings and speaking engagements. "Skate It" is now in all of the Southfield, MI public school libraries (one of the larger public school districts in the state of Michigan) and is also available at the Book Beat bookstore in Oak Park, Michigan and Modern Skate in Royal Oak, Michigan.

"I had no idea that Estin's career would take off like a jet. It has been very overwhelming for me but I am up for the challenge to help him continue to achieve his dreams and goals," said Sunsaria. "However, it has also been very rewarding to see Estin setting the path way for other children, and to see myself helping parents to realize their children's potential.

"I look forward to other kids trying to do something in their life, and doing their best at it," Estin said.

Estin is the keynote speaker for the event "Take our Boys to Work Day" (TOBTW) on April 29, 2010. Participating will be the Internal Revenue Services and it is sponsored by the Federally Employed Women and Motor City Chapter, media is welcome. Estin expects to release his next book sometime this fall, and other products in 2011. For more information, or to order the book, visit estinbaldwin.com or call 1-800-237-7801. For booking and interviews, contact Sunsaria Baldwin, 248-929-1254.

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