ACE’S FIRST CROWDFUNDING CAMPAIGN ON INDIEGOGO
To Launch a Series of Playful and Interactive Travel Books for Children

Bombay, India – 01/20/2015 Art Culture and Education (ACE), a Non-Profit dedicated to inspiring creativity among underprivileged children in India, is proud to announce the successful launch of its first travel book on Indiegogo. ‘Beluga – The Travel Book for little adventurers’ is a playful and interactive travel book for children between the ages of 6-12. It has been created by the team using their experience and passion for approaching ‘education as an adventure’. This book is the first in a series of guides, exploring different countries with each edition. The campaign goal is $16,000. The funds raised will be used to print and publish the book – of 80 lustrous colour pages. Proceeds from the sales will go directly towards supporting the ACE foundation’s activities and workshops, while sharing fascinating places with kids and parents across the globe.

Beluga is the name of ACE’s ‘sheepish’ mascot. 3 years ago, a little girl gifted Mathieu Francois, the founder of ACE, a toy sheep. He decided to use her as an educational tool, to teach the little girl, and others like her, about different cultures. “Using Beluga as a travel and learning companion, I want to prevent a new generation of children from adopting age old cultural misunderstandings that foster negativity and hate,” said Francois.

And that is the goal of each Beluga Travel Book: to introduce children to different perspectives and encourage them to celebrate cultural differences, so that they grow up to be thoughtful global citizens. For the first edition, ACE has selected India, due to its cultural and geographic diversity. With the vivid illustrations, games, quizzes, and cultural challenges the book will cover subjects as varied as water bodies, language, and dance, among others.

It is a must buy for cosmopolitan parents who recognize that their kids are growing up in an increasingly interconnected world where they need to learn to socialize with others from different walks of life.

“Unlike typical NGO’s that are a dime a dozen around here, ACE approaches issues with an open heart. Beluga is a fascinating character that has the potential to open infinite doors and unlock new perspectives in the field of education. Travel and Art are what define my life, and by using it as a tool to encourage learning and growth is a powerful idea and will always have my support.” said Rahul Dhankani –a renowned Indian photographer who collaborated with ACE in Ladakh.

About Art Culture Education
ACE is a not-for-profit organization based in Paris, France. Their mission is to create innovative and engaging educational tools to introduce underprivileged children to the wonders of the world. Combining elements of history, geography and art, ACE endeavors to organize workshops around India to open children’s minds, foster their creativity, discover and nurture their latent talents. For example – they held a workshop in Leh, at the Ladakh Art & Media Organization (LAMO), in collaboration with two young and talented photographers; Rema Chaudhary and Rahul Dhankani. A group of ten, 12 years old, interacted with a camera for the very first time, with Beluga ‘teaching’ them the secrets of photography; of lights, lines, horizons and perspectives.

More info: http://facebook.com/shantibeluga , Twitter @ShantiBeluga , Instagram @Shantibeluga

###