Author & Illustrator are attending the International Christian Retail Show (ICRS), June 22 - 25, Booth #954

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NEW CHILDREN'S BOOK EXPLORING UNCONDITIONAL LOVE AND FAITH IN THE NAME OF CHARITY RECEIVES NEXT GENERATION INDIE BOOK AWARD

"Why Dogs Are" proceeds to support local and national animal therapy service organizations

ATLANTA – June 18, 2014 – The award-winning new children's book, *Why Dogs Are*, tells the story of how a dog teaches some life lessons to a very special child named "Brian." The maiden voyage for Kendall Neff Publishing (KNP), a faith-based publishing house, *Why Dogs Are* seeks to explore the concept of God's unconditional love and how someone without the ability to see or hear can comprehend its scope and His impact in our lives. Named a Finalist in the non-profit Next Generation Indie Book Awards in the Spirituality category, one-hundred percent of net profits from book sales will go to charities that train and support therapy dogs.

The dog featured in the story was the author's own, Muttley—an animal therapy dog who brought his light and love to nursing home residents and to children with disabilities, and received his Canine Good Citizen award for completing special therapy dog training. The young boy in the book, Brian, is now an adult, and served as the inspiration for the book. His character is a composite of the many children who attended the Alabama Institute for the Deaf and Blind in Talladega who had to learn to live life with one or more disabilities.

"How does a parent teach a child about concepts that are difficult to grasp even when no disabilities exist?" said Tana Thompson, author of *Why Dogs Are*. "My husband Ken and I had the privilege to know and work with children who had to learn to live life with one or more disabilities, making us intensely aware of some of the difficulties that accompanied eyes that did not see or ears that did not hear. Ken and I both were inspired by Brian and his response to Muttley's unconditional love – Ken has since passed away and this book is dedicated to our experiences with children and adults with disabilities."

In the book, God asks a dog to help Brian understand His unconditional love with the promise that if the dog succeeds, He will send many more:

"Teach him these two things: First, to love without expecting anything in return. Second, to forgive those who hurt him—then to forget the hurt and love them even more."

One-hundred percent of the net profits from book sales, currently retailing for $14.99, go to charities that train and support therapy dogs used in many applications, from mental health to supporting individuals with physical disabilities. Each fiscal quarter, KNP chooses three charities that meet those qualifications and readers are encouraged to recommend a charity for consideration on the book's website, www.WhyDogsAre.com. Charities are encouraged to order books in quantity to sell to raise funds for their specific charitable cause.

"*Why Dogs Are* is everything a good children's book needs to be – engaging and delightful," said Amy S. Royal, professional freelance editor. "But when an author tackles a big concept and manages to convey it in a simple, yet powerful way, good becomes great. Great becomes wonderful. Wonderful becomes very special. This is an engaging, delightful and *very special* book with a story and message that will live forever."

Why Dogs Are is a 32-page children's picture book appropriate for ages 3-103. It is beautifully illustrated by Marita Gentry, an illustrator for Pelican Press who currently has several children's picture books in print. See her other work at www.MaritaGentry.com. This book is proudly printed in the United States of America by Claxton Printing of Atlanta, GA.

"We believe that God can inspire writers to proclaim His word and that His messages of unconditional love and forgiveness by grace through faith are the most important messages that can be shared with the world," said Ken Thompson (before his passing), CFO for Kendall Neff Publishing. "How God chooses to get this message to His people is a profound mystery that we don't question. Our first project, 'Why Dogs Are,' is such an example."

Read the author's blog on www.WhyDogsAre.com to learn more about the inspirational journey from "dictation" to published work.

About Kendall Neff Publishing:
Kendall Neff Publishing (KNP) offers projects that are spiritual, secular or educational in nature, ranging from print books to digital downloads of audio, video or text media, including children's picture books, devotionals, self-help works and children's activity pages. Net proceeds from project sales support various charities that closely align with the subject matter. KNP aims to support and highlight the work of these organizations through funding assistance and online exposure. KNP also supports "non-project" works that are encouraging in nature, and tell heartwarming stories of human achievement, determination, spiritual growth and cultural awareness. Visit www.KendallNeff.com to learn more about the publisher. Follow us on Facebook (www.facebook.com/WhyDogAare) or Pinterest (www.pinterest.com/kendallneff/).

About Next Generation Indie Book Awards
The Next Generation Indie Book Awards is the largest Not-for-Profit book awards program for indie authors and independent publishers. In its eighth year of operation, the Next Generation Indie Book Awards was established to recognize and honor the most exceptional independently published books in over 70 different categories, for the year, and is presented by Independent Book Publishing Professionals Group (www.IBPPG.com) in cooperation with Marilyn Allen of Allen O'Shea Literary Agency.

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