

## FOR IMMEDIATE RELEASE

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### **“Musings on the Moon” just launched on Kickstarter**

A book of quirky rhymes for kids of all ages

**Singapore – [October 16<sup>th</sup>, 2020]**: Written to bring joy and spark the imagination through classical storytelling and ink art, Singapore artist Rex Lee and writer Flo-Jo have put together a book of rhymes for kids of all ages.

“We want to spark the imagination, and bring a little sunshine,” the author explained, “We wrote *Musings on the Moon* in the style of quirky rhymes that underline life-giving values and encourage reflection, much like well-loved fables that we grew up with ourselves. We want to cut through the clutter of overwhelming content that kids are exposed to, with a simplicity of spirit and style that we hope will resonate with readers in a compelling and heartfelt way.”

The book features the unique ink art of Rex Lee, an accomplished artist whose pen and ink artwork has been recently featured on [BBC](#) news, through his participation in the renowned “Inktober” project. In his youth, Rex had written and illustrated for his own comic column in one of Singapore’s main newspapers, *Lianhe Zaobao*.

The rhymes in “*Musings on the Moon*” centre around a cat character named “Mau”, who shares his musings as he meets interesting characters in his journeys. Readers can enjoy the funny stories and wordplay in the rhymes, and they also provide young ones with a fun way to engage with the language.

Rex and Flo-Jo created a Kickstarter campaign to help bring this book to publication. “This has been a very rough year especially for artists, writers and many others. We pushed ourselves to complete this beloved project of ours also as a signal to our industry comrades to not give up hope, and to carry on creating beauty and meaningful content in spite of the odds.”

The Kickstarter campaign runs through October till mid-November, and only upon successfully reaching the \$40,000 goal will the project be realized. Most of the funds will go towards print production of the 21cm x 21cm hardcover book. In exchange for pledging to the project, backers can gain access to a variety of rewards, including the hardcover book, e-book, inking activity guide and a series of themed postcards and doortags.

To back the Kickstarter campaign, log on to:

<https://www.kickstarter.com/projects/musingsonthemoon/musings-on-the-moon-loony-rhymes-for-playful-minds>. The book also has a website at [www.myspacecats.com](http://www.myspacecats.com), a Facebook page <https://www.facebook.com/myspacecats/> and Instagram [https://www.instagram.com/my\\_spacecats](https://www.instagram.com/my_spacecats)

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