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## Muslim Woman Raises £40,000 through Indiegogo for First Quranic Pop-Up Book

### Summary:

- Former lawyer, Hajera Memon, founded Shade 7 Limited in 2012.
- The first title, The Story of the Elephant, based on the famous story from the Quran, released a year later.
- Entire project financed by £40,000 Indiegogo campaign.
- Published in Malaysia and pre-sold across the globe.
- Premium quality hand-crafted books set to inspire fun and interactive learning.

**Former lawyer, Hajera Memon, quit her City job in the summer of 2012 in the pursuit of following her creative dreams.** Determined to create a legacy in children's Islamic education, Memon founded Shade 7 Limited, a global multilingual publisher of beautiful premium children's pop-up books and digital apps.

After surveying adults and discovering that they had fond childhood memories of pop-up books, Memon assumed the task of bringing those memories to new generations to come.

**Just a year after putting pen to paper, Memon has released her first title, The Story of the Elephant, based on the famous story from The Quran.**

Shade 7 has been established with a foundation of Islamic principles and firmly supports the religious, spiritual and educational development of all children. **The company has partnered with READ, a charitable foundation**, with a pledge to donate 25 books for every 1,000 copies sold, in order to make them accessible to children in all circumstances.

**The books have been hand crafted and painted**, and feature stunning colours and designs, interactive flaps, pop-ups and pull-tabs as well as including a quiz, colouring map and press-out pieces, which allow children to put together their own army of elephants to stimulate interactive play.

**The entire project has been financed by a £40,000 Indiegogo campaign**, through which money for the production of the book is being raised from advance orders.

The venture has allowed Memon to work with designers, translators, business mentors and a specialist production house in order to create a book unlike any other. The Story of the Elephant is due to be delivered to members of the public, schools and large organisations in the UK and across the globe.

**Memon's hard work has allowed her to reach all of her targets**, be awarded a scholarship by Dragon's Den entrepreneur Doug Richard's School for Creative Start-ups, and get a step closer to achieving her dream of making a difference to the future of children's educational upbringing.

**Hajera Memon comments:**

"A year ago, sitting in my bedroom, having just left a stable City career, all I knew was that I wanted to bring a sense of childhood delight to the incredible stories of the Quran, to widen their appeal to the youngest generation, and I realised that a pop-up book could be the way to do this.

"The Story of The Elephant is an important story for me because it is a reminder that in life, with faith, trust and reliance on God, anything really is possible, and I think that's an important lesson to learn, whatever your faith."

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**Notes to editors:**

**Shade 7** are Global, multilingual publishers of premium pop-up Qur'anic educational story books and digital apps that help children learn about Islam in a fun way.

**For further information, images or enquiries, please contact Hajera Memon:**

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**Useful links:**

More information about the crowd-funded project on Indiegogo can be found by following this link: <http://igg.me/at/popup-book>



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