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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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