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YOUNG MUSLIM ENTREPRENEUR ON COURSE TO PUBLISH ‘CROWD-FUNDED’ POP-UP ISLAMIC CHILDREN’S BOOK

A young Muslim female entrepreneur, who quit a high flying legal career in the City for the world of Islamic children’s books, is on course to publish her first title just a year after putting pen to paper, following a pioneering crowd funding campaign – one of the first of its kind in the community.

Hajera Memon, 29, from Dollis Hill in London, began developing the book - a pop-up version of the famous Story of The Elephant – in her bedroom, in December 2012, after setting up her own publishing company, Shade 7. She is now working with designers, translators, business mentors and a specialist publisher as the final delivery date edges closer - and is already taking orders from the public, schools and large organisations in the UK and across the globe. The pop-up book has even managed to make its way to No. 10 Government and has the support of the Department of Business Innovation and Skills.

Her book tells the well-known Qur’anic story of the elephants that came to destroy God’s House, the Ka’ba. It is scheduled to be published in English as well as Danish in its first run and will be one of the only colour pop-up versions of the Quranic story available.

The entire project is being financed by a £40,000 crowd funding campaign, through which money for the production of the book is being raised from advance orders. The campaign is being publicised across the social media spectrum, with pages on Facebook and promotional videos on Youtube.

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



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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.”

With just a week left for the crowd funding campaign, The Story of the Elephant in on schedule to be published in time for Eid 2014 and is available to pre-order at

<http://igg.me/at/popup-book>

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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.

Readers can contribute towards the crowd-funded project on Indiegogo by following this link:

<http://igg.me/at/popup-book>

For further information, images or queries, please contact Hajera Memon, Founder, Shade 7:

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