



## FOR IMMEDIATE RELEASE

# The Nation's First Free Play Space is Launching its First Book

*Hello Baby: Building an Oasis in a Play Desert* will be available for purchase on January 18th at its launch, hosted by HelloBaby and Perkins&Will

CHICAGO -- Debbie Frisch, Founder and Executive Director of HelloBaby, has joined author Isaac Stone Simonelli in their book, *Hello Baby: Building an Oasis in a Play Desert*. HelloBaby and Perkins&Will is set to host a Book Launch event on Thursday, January 18, 2024, 5:30 to 8:30 p.m., at The Wrigley Building, 410 N. Michigan Ave., Suite 1600.

"Chicago is full of such wonderful families with young babies and toddlers we are grateful to create safe and happy spaces for," said Frisch. "That's exactly why we wrote this book. We want to continue to support our families with resources and love."

*Hello Baby: Building an Oasis in a Play Desert* addresses the need for newborns and toddlers to have spaces that are safe and reliable, especially those who are from underserved neighborhoods.

HelloBaby is the nation's first free standing, free of charge drop in play space for babies, toddlers and their caregivers. The play space supports, empowers and inspires families raising young children, in underserved neighborhoods in Chicago. To date, HelloBaby has hosted nearly 27,000 play visits since its opening in 2017.

For media inquiries, and to receive press credentials for the Book Launch on January 18th, contact our Publicist, Vee L. Harrison at [veelharrison@gmail.com](mailto:veelharrison@gmail.com).

To interview the authors of *Hello Baby: Building an Oasis in a Play Desert*, call Vee at 331-258-4962.

