

**FOR IMMEDIATE RELEASE**

**News Release**

**Children's book honouring the memory of Chloe and Aubrey Berry is an Amazon success**

**June 26, 2020 (Victoria, BC)** – Written in honour of Chloe and Aubrey Berry, *What Does A Caterpillar Do?* has become a huge success following nationwide interest. Topping the charts as Amazon's number one best selling Children's book, *What Does A Caterpillar Do?* has quickly become the must have book for readers across Canada. Profits from the sale of the book will be given to the Victoria Child Abuse Prevention and Counselling Centre – a charity which helped provided support to both Sarah and the girls.

Author, David McArthur, wrote the book following the tragic events of Christmas Day 2017 which saw two beautiful butterflies taken from us too soon. The book honours Chloe and Aubrey's memory and was influenced by their mother, Sarah. Sarah often referred to the girls as her butterflies, a description that resonated strongly with McArthur.

*Sarah often called the girls her butterflies. Butterflies are such a striking and powerful symbol that I knew I had to base my book around them, around a caterpillar turning into a butterfly.*

***David McArthur***

*It was an honour to be included in the development of the book and see it come to life. David walked me through the text and illustrations along the way and I knew this would be a book Chloe and Aubrey would have loved and one that so many children will enjoy while learning about insects and honouring two little girls.*

***Sarah Cotton***

As an author of a series of books called, the What Does Series, it was only natural for McArthur to turn to his note pad in order to help him cope the grief he, like so many others in Canada, felt.

*One of my strongest memories of Chloe was when I visited her school to read some of my books. She was so proud that she knew me and loved my stories so much that she spent the entire time sitting on my knee barely able to contain her excitement and laughing at the silly Bee and Doctor.*

***David McArthur***

*This is such a fitting tribute to Chloe and Aubrey as the girls loved books and we spent so much time reading stories together as a family.*

***Sarah Cotton***

McArthur's book is all about a curious caterpillar who is trying to discover what it is that makes her special, something everyone wonders. Throughout her journey she meets all these amazingly unique insects, each with their own characteristic and tries to copy what they are doing (with amusing consequences). Designed to help give young children confidence to read, *What Does A Caterpillar Do?* has been beautifully illustrated by UK based illustrator Lucy Rogers.

When asked about the success of the book, McArthur responded:

*Following what happened so many people in our community and across Canada felt our hearts break for Sarah. Everyone, including her friends, felt so utterly helpless and shocked. We wanted to do something but there was little we could do. This book is giving people the opportunity to show Sarah that they are there for her, that they care, and honour the girls too.*

***David McArthur***

*Shortly before they died, the girls were asked what their superpower was and they both replied, "helping people!". As their mother, I believe their superpower is coming through as the response to this book has been overwhelming and is helping children with all profits going to the Victoria Child Abuse Prevention and Counselling Centre.*

***Sarah Cotton***

*What Does A Caterpillar Do?* opens with a simple, yet powerful statement:

Every child counts. It is the responsibility of every adult to cherish and protect them.

**Nothing. Else. Matters.**

It is a statement that resonates strongly, not just with those affected by the tragic events of December 2017, but across our nation which too often struggles with crimes against children. It is a statement that stands particularly strongly in today's climate.

# What does series

*In this time of social unrest, it is especially important to turn our attention to children who are facing abuse, trauma and violence as this can leave lasting impacts for their entire lives. It is our responsibility as a society and a community to protect them and prevent any form of abuse from taking place.*

**Sarah Cotton**

What Does A Caterpillar Do? is available for purchase online through Amazon and through all good bookstores. You can find out more by visiting David's website at: [www.akidsauthor.com](http://www.akidsauthor.com)

## About David

David is a trained graphic designer and creative writer based in Victoria, BC. He has been imagining stories for as long as he can remember, but, as a small child, struggled to read and write due to dyslexia. His early struggles with reading and writing are part of the reason he wanted to create a series of books designed to give children confidence to read.

## About the What Does Series

The What Does Series started as a simple game that I played with my son as I was driving him to daycare. He enjoyed the game so much that I jotted it down and read it to him again that evening. Seeing the way, he joyfully reacted to the story was so wonderful I decided to turn it into a book – just for him. Around a year later a friend saw the book and suggested I write another and get it published.

## About Lucy Rogers

Lucy Rogers is a deaf freelance illustrator with a degree in BA Hons Illustration at Falmouth University, United Kingdom. She specialises in children's books, character designs and book covers.

She often explores whimsical themes on the environment, nature, and funny, little characters. Having been born deaf in the quiet countryside, Lucy grew up creating stories and this led to her passion for children's books. She enjoys creating a diverse range of characters through the stories she works on to represent the different cultures and communities our beautiful world has.

## About the Victoria Child Abuse Prevention and Counselling Centre

VCAPCC is the primary provider of therapy and victim services for children and youth in Greater Victoria who experienced abuse. The Centre is Victoria's only non-profit agency dedicated to the treatment and

support of child victims of abuse, and the prevention of child abuse in all forms. The Centre provides support to approximately 200 children each year suffering from abuse and family members affected by abuse. Staff work with families, schools, police and professionals in family services, child protection, special needs, and other services to ensure a coordinated, holistic approach to supporting children and families. Agency services are accessible and accommodate the needs of children and parents with disabilities.

**Media Contact:**

**Name:** David McArthur  
**Email:** [david.mcarthur@morello.ca](mailto:david.mcarthur@morello.ca)  
**Cell:** +1 250 514 8680  
**Address:** 4105 Metchosin Road  
Victoria, BC, V9C 3Z6, Canada