

PRESS RELEASE

***Emily's Numbers* - a playful and accessible picture story for older children about numbers**

FOR IMMEDIATE RELEASE

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Enchanting our children with the simple charms of numbers is both challenging and rewarding. It boosts general numeracy and confidence with numbers, while developing the engineers and scientists of the future.

"Maths is highly creative, but the full wonder of numbers can be difficult to convey in a formal syllabus. This simple and engaging narrative shows how, using just our imagination, we can discover endless possibilities in maths."

– Joss Langford, author of *Emily's Numbers*

Emily's Numbers is a story about a girl who learns to express her creativity through counting. Her journey explores the deep patterns of everyday numbers and why the primes occur as they do. The core narrative of *Emily's Numbers* visualises the abstract concepts of addition, multiplication, fractions and prime numbers. The notes for able learners describe the language of maths and hint at the curiosities of infinity, symmetry, sets and the twin prime conjecture.

Joss Langford is an author, engineer and scientist. The creation of *Emily's Numbers* become part of his treatment for throat cancer after being diagnosed in 2017 and 30% of the publisher's proceeds will be donated to a cancer treatment charity.

Get in touch with Arch Interface, the publisher of *Emily's Numbers*, today to secure a copy for review or discuss any aspect of promotion and distribution. Cover images, illustrations from the book and author photographs are all available on request (contact details at top of the page). The author is also available for interview.

Emily's Numbers, RRP £9.99, 32 pages, ISBN 978-1999947507. Available now online and through your local bookshop.

Notes:

Emily's Blog

The author writes a regular blog bringing out themes from the book and expanding on the endless wonder of everyday counting numbers:

<https://www.archinterface.co.uk/emily>

About the author

Joss Langford is an engineer, scientist, author and proven business leader. He has published academic papers, created award-winning designs and secured patents in a range of technical disciplines. Joss is technical director of *Activinsights*, helping healthcare professionals to collect and analyse lifestyle data to support disease treatment and prevention. He is a founding director of *Coelition*, an independent non-profit organisation that promotes the responsible use of personal data and open data standards.

Joss is co-author of *Data to Life* exploring the integration of digital technologies into our daily lives. Wearable devices, big data, artificial intelligence and the Internet of Things all have the potential to deliver huge benefits to society, but there are real and growing concerns how privacy will be impacted. *Data to Life* presents a radical new roadmap for collecting and handling personal data that protects the interests of individuals, communities and organisations.

He is also a contributing author of *Growth Champions*, an innovation management book published in 2012, that provides unique insights and fresh perspectives on business growth through an analysis of 20 leading global organisations such as PepsiCo, Apple, Rolls Royce, Google, Audi and P&G.

Joss had been noodling with prime numbers in the odd coffee break for eighteen months when he was diagnosed with throat cancer in 2017. The creation of *Emily's Numbers* became part of his treatment and 30% of the publisher's proceeds will be donated to Somerset Unit for Radiotherapy Equipment.

He holds a BSc in Cybernetics & Control Engineering. He is a Fellow of the Royal Society for the encouragement of Arts, Manufactures & Commerce and a Member of the Institute of Engineering Technology. Joss lives with his family in South West England and gets his hands dirty on the farm when he can.