

# The Dewey Does Story

STATEN ISLAND, NY (SEND2PRESS NEWSWIRE) – Thomas Kinslow began Dewey Does ([www.deweydoes.com](http://www.deweydoes.com)) in 1999 and he started it as a marketing tool to promote a small children's sports apparel line in NY. Kinslow says, "A large retail chain suggested we come up with a gimmick to help promote our clothing line...the gimmick was Dewey Does and as we marketed the Dewey Does character with the logo tees for the children's sports apparel we found the market was more interested in the Dewey Does character."

Dewey Does is based on a 9-year-old boy who loves sports and it seemed to draw more interest than the actual clothing line. Kinslow quickly learned that the character appealed to both children and adults and as a result changed his business plan to develop the Dewey Does character.

"Since we were already in the apparel business we started Dewey Does tee shirts and it started off okay, however we didn't see it having a long life because our market didn't know who Dewey Does was or what he represented. We then voted to switch from clothing to books. As the creator, it was on me to figure out how to get a book done and into the market place and since no one on the team had any experience in the book industry this became a serious challenge for the company," explains Kinslow.

The first book was called "Dewey Does for President" that used the Gore/Bush experience as a storyline for Dewey Does running for school president against his nemesis the Stape Twins.

In 2002 ABC-123 Publishing was born and now controls the licensing rights to all printed material for A Dewey Does Corporation including "Heroes Start as Kids!" book series. Since then ABC-123 Publishing has published reading and math work books and a variety of coloring books.

Dewey Does has also had success with their books in school systems like NYC we decided to work on other areas of the company which led us in 2003 to create the Dewey

According to Kinslow: I have always said, "successful businesses need great relationships" and in all the struggle to keep and maintain this company in the later years we have been fortunate to develop good relationships who were also interested in the Dewey Does 110% stay health and fitness message.

In 2004, a stage show was added called "What does Dewey Does do? Stage Show," which is now run by a non-for-profit organization, DeNatco, Youth-In-Action Inc. and Aleray Studios. Dewey Does and team visit schools and youth organizations teaching children about better health and fitness through entertainment. The stage show now receives sponsorship from local books, politicians and a health insurance provider.

Kinslow, a veteran entrepreneur says, "Youth will follow a message with greater interest when the message is connected to a recognizable character that inspires and motivates both children and adults to exercise and Get Your

Sports On!"

Dewey Does has partnerships with Fidelis NY and is also looking for additional companies who are interested in promotional opportunities.

Kinslow credits faith, perseverance, and having great relationships to his extraordinary success.

To learn more about Dewey Does, please visit [www.deweydoes.com](http://www.deweydoes.com)

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