



ESEA Book Fairies set to hide over 250 'Kidlit' books across the UK to inspire children for East and Southeast Asian Heritage Month

- [Fish Tales & Rhymes](#), and [Bamboo Bilingual](#) join hands with non-profit organisations, cultural ambassadors including celebrity chef, TV host, social influencers, bookshops, publishers and authors to advocate for more positive ESEA representation in children's literature.
- [ESEA Book Fairies](#) will be hiding over 250 books across the UK this September – two times more than the previous year when the project was launched..
- Community project aims to deliver a strong message: standing in solidarity, communities are stronger together.

Wednesday 7 August: Fish Tales & Rhymes, a creator of bilingual Chinese sound books and Bamboo Bilingual, a children's online bilingual bookshop is proud to announce the 'ESEA Book Fairies' project in its second year running for [East and Southeast Asian \(ESEA\) Heritage Month](#) this September. Children will take on the challenge of a scavenger book hunt to raise awareness for East and Southeast Asian representation in children's and young adult literature.

This marks the fourth annual celebration of ESEA Heritage Month. The initiative was established in September 2021 for people across the UK to celebrate ESEA identities, cultures and heritage as well as the contributions made by individuals of ESEA heritage who have had a positive impact on British culture.

To celebrate the occasion, [Angelina Wong-Jardin](#), creator of Fish Tales & Rhymes and [Delicia Ong](#), bookshop owner of Bamboo Bilingual have nominated 20 Book Fairies represented across the East and Southeast Asian communities to hide over 250 children's books in community spaces and events for young readers to find and take home as part of their endeavor to promote the values of positive representation in children's literature.

Angelina says: “The need for different communities to stand together is critical more than ever before. Bringing to life the ESEA Book Fairies project fosters a sense of self-esteem and confidence for the young generation in East and Southeast Asian communities. I would love to see more cultural representation in storybooks that my children can easily access and read. Getting involved in projects like ESEA Book Fairies is a wonderful way for people to actively play a part in making a difference to their communities.”

This year, we are thrilled to have some of Britain’s active and influential East and Southeast Asian ambassadors involved in ESEA Book Fairies. Personalities include: Michelin star Chef [Andrew Wong](#), Children’s TV host [Frankie Vu](#), Korean cultural ambassador [Becky Lee Smith](#) and Amy Phung, co-founder of [Besea.n](#) - a grassroots organisation that launched UK’s very first ESEA Heritage Month in 2021. Their partnership spotlights the importance of what our mission means to them but also, how they believe it can positively impact the next generation.

ESEA Book Fairies will be hiding children’s books – donated by publishers including [David Fickling Books](#), [Hachette](#), [Scholastic](#), [Walker Books](#), [Balestier Press](#) and [Knights Of](#) and bookshops in public spaces from parks, playgrounds, gardens, retail parks to local events across the UK for children to find on their hunt. Books received, some of which are award-winning and best-sellers have been written by authors of Chinese, Filipino, Korean, Japanese, Malaysian, Singaporean, Taiwanese, Vietnamese heritage. Books will be wrapped with a ribbon and contain an official ‘Book Fairies’ sticker. During September, clues of where books are hidden will be left periodically on the [Fish Tales & Rhymes](#) and [Bamboo Bilingual](#) Instagram pages for families to find.

Delicia Ong, founder of Bamboo Bilingual bookshop says: “In an increasingly polarising world, ESEA Book Fairies has only one mission: to unite communities to celebrate East and Southeast Asian heritage and cultures through children’s books. Children need books that let them feel seen and understood, but they are also an important way for children to learn about and embrace other cultures and heritages. A child should never have to feel like the Other. That’s why the ESEA Book Fairies project was born. Stories have that understated power to capture imaginations and expand our understanding. We want our next generation to be raised with love so that they may also love others. Our world may sometimes feel vast and terrifying, but it is our duty to show our children that hate has no place in it. We must always stand in solidarity and proudly support each other.”

Inspired by [I Believe in Book Fairies](#), The ESEA Book Fairies project continues to grow every year creating a greater impact as more members across communities take an active interest in some of the meaningful projects they feel can help make a difference.

Fish Tales & Rhymes and **Bamboo Bilingual**’s ESEA Book Fairies project is set to launch on Sunday 1st September. ESEA Book Fairies Charity tote bags are also now available for purchase [here](#). All profits will

be given to supporting the ESEA Book Fairies project so that we are able to continually improve and gain wider outreach across communities. More information available on the Fish Tales [website](#).

-END-

Download Images:



Angelina Wong-Jardin, Founder of Fish Tales & Rhymes



ESEA book fairies logo



Delicia Ong, bookshop owner at Bamboo Bilingual



ESEA Book Fairy bookdrop. in London's Chinatown, 2023



ESEA Book Fairy bookdrop. at ESEA event in 2023

About the ESEA Book Fairies project

ESEA Book Fairies is a project inspired by a worldwide movement of “[Book Fairies](#)” who hide books across the community for people to find in public spaces. We wanted to do the same with the added purpose of helping to advocate for more positive East and Southeast Asian representation in children’s literature.

About Fish Tales & Rhymes

Fish Tales & Rhymes was created in 2022 when founder Angelina Wong-Jardin realized the importance of passing down cultural heritage. She tapped into her children’s style of learning using music and movement. Fish Tales & Rhymes fosters the love of learning a world language like Chinese, reviving the dying art form of nursery rhymes and incorporating ancient Chinese poetry into song form. Her journey of raising her children to become multilingual supports families with a similar outlook of looking to nurture their child with cultural pride and self-confidence.

About Bamboo Bilingual

Founded in 2020, in the middle of a Covid lockdown, Bamboo Bilingual (formerly De Ziremi) was born out from the efforts of four sisters who wanted to share the joy of learning the Chinese language but couldn’t find the resources to do so. Now run by Delicia Ong, youngest sister, the mission is to curate Chinese books and learning resources while building up a community of bilingual families learning Chinese. Her greatest delight is seeing others be proud of their bilingual journey and embrace Chinese language and culture. Four years on, Bamboo Bilingual continues to be very active within the Chinese bilingual community and boasts the largest Chinese-language children’s range of books and educational resources in the UK.

For more information, please contact:

ESEA Book Fairies team:

Email: hello@fishtalesandrhymes.com

Tel: 07593 304 072

Follow the project on Instagram:

[@fishtalesrhymes](#)

[@bamboobilingual](#)