Wordcount: 480

Photocaption: NAME THIS CLASSIC: The Mountain Cattlemen’s Association of Victoria is calling on primary schools from across the country to name their children’s book – a true story that looks at the impact of the 19/20 bushfires on farming families. Pictured is MCAV president, Bruce McCormack.

Mountain Cattlemen to publish children’s book

* MCAV call on all primary schools to get involved

A CHILDREN’S story about bushfire, that’s the focus of a new book being released by the Mountain Cattlemen’s Association of Victoria (MCAV).

To be donated to hundreds of primary schools across the state, the campaign is set to raise bushfire awareness – and its emotional toll – in a child-friendly format.

Best of all the, MCAV estimates there will be upwards of 1000 books to donate, thanks to a grant from the Department of Foreign Affairs and Trade.

“We are really excited about this project,” MCAV president, Bruce McCormack, said.

“It’s something we have had in the pipeline for a little while and we can’t wait to get it onto the shelves at libraries, schools and kindergartens all across Victoria.”

With priority to be given to education providers in towns impacted by the 2019/2020 bushfires, Mr. McCormack warned students should be prepared for a realistic look at bushfire and its impact.

“We have tried to create a story that is educational, but realistic,” he said.

“It’s about the Mountain Cattlemen – and farmers in general – with their long history with the land, and how that history was impacted by the 19/20 bushfires.

“There are illustrations picturing dead stock and the mental affects felt by older members in the story – but ultimately it is a story of family connection, love and the continuation of life.”

To encourage primary schools to get involved with the project the MCAV has launched a ‘Name this Book’ competition, inviting students from across Australia to submit title suggestions.

“We have created learning packs that will be sent to all shires impacted by the 19/20 bushfires – inside there will be information on the book itself, along with topics for discussion, craft activities and how it can be related back to the educational curriculum,” Mr. McCormack said.

“But we would also love to hear from educational providers – from early childhood to high schools – from around Australia; we want this book to become an engaging, educational resource and think letting students come up with a name is a great start.”

Each student from the class with the winning entry will receive a signed copy of the book, along with the opportunity to provide a class photo and spiel about the impact bushfire has had on Victoria – to be included in the final publication.

Mr. McCormack will also visit the winning school to read the story aloud.

“We are creating online content to compliment the story, to further help students engage,” Mr. McCormack said.

The book is written by journalist and MCAV Office Manager, Rhyll McCormack, and illustrated by award winning artist Timothy Ide – of Tom the Outback Mailman fame.

For more information on the book and to access educational resources online, visit [www.mcav.com.au](http://www.mcav.com.au).

To receive an education learning pack, or submit an entry into the competition, email book@mcav.com.au