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BOOK
LAUNCH

Sammy and the Flying Ring

by debut author **Sandy Brown** and
illustrator **EJ Henderson**



**A seal, a seagull
friend, and a very
important story!**



Debut author Sandy Brown

Sammy and the Flying Ring teaches children and families how simple choices can help save seals.

Join Sammy the seal and his best friend Sully on a seaside adventure that shows the power of friendship — and teaches us how something as simple as a flying ring can harm our ocean's wildlife. A heartwarming story for children ages 4-8 years.

For more information on how to
stock this book, please contact:
seals@sealresearchtrust.com

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Sammy and The Flying Ring written by Sandy Brown

Debut children's author Sandy Brown announces the release of *Sammy and The Flying Ring*, a beautifully illustrated book which tells a heartwarming story of friendship while highlighting an important environmental message: flying ring-style toys can be incredibly dangerous for seals and other marine life.

Written for children ages 4–8, the story follows Sammy the seal and his best friend Sully as they play by the sea. Their fun takes a worrying turn when a lost flying ring becomes stuck around Sammy's neck. With Sully's help, Sammy is saved — but the story shines a light on the very real dangers of discarded toys in our seas and waterways.

Illustrated by EJ Henderson, (Sandy's youngest daughter) this charming tale makes a complex conservation issue simple and relatable for children. It's the perfect book for schools, parents, and community groups who want to teach children how small choices — like swapping to a solid flying disc — can help protect our seas and the wildlife that call them home.

"Seals are such inquisitive, playful animals and easily get into distress and are suffering needlessly because of something as simple as a beach toy," says author Sandy Brown. "By choosing solid flying discs instead of ring-style ones, families can still enjoy their playtime while keeping our wildlife safe. Not all seals are as lucky as Sammy, and we hope this book can help raise awareness on this issue, whilst making it easy for children to understand."

Founder and Director Sue Sayer MBE says 'at the Seal Research Trust, we love serendipity. After discovering Emma Jayne Henderson's beautiful 'Sammy the Seal' prints at an event we attended, our relationship blossomed. Emma-Jayne offered to create a book highlighting what happens when a flying ring is lost at sea, so we snapped up her offer. If every child learns about the risks of flying rings before they even see one to buy, then this issue for marine life is solved! Thank you Sandy Brown and Emma-Jayne for your beautiful book that is super appealing to adults and children alike.

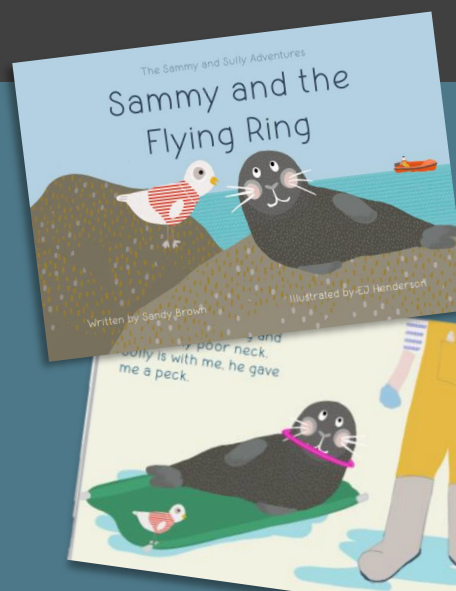


Photo: Sue Sayer MBE

Sammy and the Flying Ring will be released on 1st October and will be available in paperback via the Seal Research Trust online gift shop. The book is also available to be purchased for trade resell for book shops, seal sanctuaries, charities, and educational institutions to help raise awareness. The book was written in collaboration with the Seal Research Trust in support of the Flying Rings Campaign 2025 — The Seal Alliance.

About the author

Sandy Brown is a debut children's author inspired by her love of the sea, the Cornish coast, and her passion for wildlife protection. *Sammy and the Flying Ring* is her first book, written to educate and inspire the next generation of sea protectors. Together, we can make the sea a safer home for seals — one toy at a time.



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