

## **Professor Ponzey to Launch a New Children's Book**

*A new children's book is launching as part of the Professor Ponzey series*

April 25, 2017 (FPRC) -- The Professor Ponzey children books series has said that it's in the final stages before publishing yet another children's book that will be the latest in the series. The New York brand said that it's been working with children psychologists and educators to polish up the final pieces of the new book, which will promote positive traits in children. Just like its pilot book, the upcoming release will be available on Amazon Kindle, as well as on the company's own official website – [ponzey.com](http://ponzey.com).

Professor Ponzey is a character played by Ehud Segev, one of the world's leading mentalists. Mr. Segev uses his extensive understanding of psychology, his travel experiences around the world, as well as his experiences as an educator to forge examples and write stories that motivate young children to be upright members of society. By using hidden teachings, Mr. Ehud (Professor Ponzey) is able to impact positive values such as honesty, working hard, and proper management in children of reading age.

Ehud Segev also runs Mentalizer Education, a website that offers free learning materials and content for people who'd love to master the art of Mentalism. Ehud has traveled around the world and performed at events in dozens of cities while entertaining high-profile guests in both private and public events. He has been featured on major TV networks inside his native Israel, as well as in the U.S and other nations worldwide. Mr. Segev was featured on NBC's hit show, Phenomenon, amongst a few other of the world's most outstanding mentalists. He was awarded the EB-1 classification by the U.S Department of Homeland Security for his work entertaining service members in far off bases. While most of his fans have described his work as magic, Ehud Segev has reiterated that he only taps into the innate powers of the human mind.

In the books, Professor Ponzey is depicted as a brilliant scientist who comes up with tests to make people stop lying. He uses various checks such as body language to tell when people are lying. Each book features elaborate illustrations that make the stories visual to keep kids interested in the reading.

Hannah Tiram, the brand manager for Ponzey and the Mentalizer Education, said, "The first children's book launched as part of the Ponzey Series, 'Professor Ponzey and the Truth Portion' was well-received in the market. We are now looking to follow up this successful work with another sequel that will install yet more positive values in children. This upcoming book has been in the works for over 2 years. Currently, it's being reviewed and edited by some of the most renowned child psychologist and educators. Parents can truly look forward to yet another brilliant work by Mentalist Ehud Segev, aka Professor Ponzey."

### **Contact Information**

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### **Keywords**

[children books series](#)

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[Professor Ponzey and the Truth Portion](#)

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