

**AWARD WINNER**  
Cartoon/Animated TV Series

## COME AND EXPERIENCE LOVITO!

Lovito is an energetic boy characterized by a little wolf (un lobito). Children relate to this fun-loving child, who finds himself in curious situations that allow him to learn. Follow him through his innocent trials, and you will tenderly learn life lessons alongside Lovito!

**¡Entre!**

### WHAT OTHERS ARE SAYING ABOUT LOVITO AND ITS AUTHOR

*"... [Lovito] has turned into a bit of a sensation."*  
- La Voz Magazine

*"Meet Lovito, a spunky 4-year-old boy wolf ... inspire children, parents and others to internalize the language of the heart."*  
- The Taos News

*"His books are aligned with our goals to meet the emotional, social, health, nutritional, educational and physical needs of children and their families"*  
- Frances Romero, Head Start Director

*"We admire his [Ed's] fortitude, his productivity, and his love."*  
- The Latina Book Club



### ED CARDENAS, LISW

Ed Cárdenas is a native of Taos, New Mexico, with family roots in Río Lucio. He received his Master's degree in social work from the University of Denver where his graduate emphasis was in working with children, treatment, community service, and social planning. He is a licensed trainer through the New Mexico Therapy and Practice Counseling Board, who has facilitated training to parents, counselors, social workers, and other mental health and education professionals; nationally and internationally.

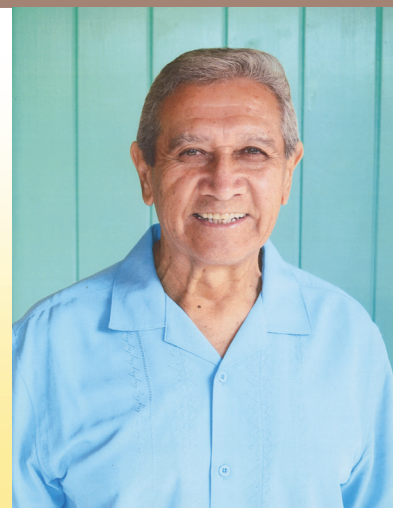
In addition to the LOVITO series, Ed authored the books *Beachball - Balancing our Relationship World* and *El Legado*, a cultural retrieval novel for teenagers, endorsed by Rudolfo Anaya. Ed is in the process of publishing a book called *El Libro de Dichos y Consejos*; an accompaniment to *El Legado*.

In 2018, Ed was recognized as a *Top Licensed Independent Social Worker* and a *Worldwide Leader in Healthcare* by the International Association of Healthcare Professionals for his contribution to the field through authorship of the LOVITO Children's Book Series.

Ed Cárdenas owns and retains all rights to the Lovito series.

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**LOVITO (Main Character):** A vivacious 4-year-old child, whose zeal for life leads him into situations that challenge his reasoning and character.

**DADDY (Lovito's father):** A father who demonstrates great empathy.

**MOMMY (Lovito's mother):** A nurturing parent who is balancing life as a busy Mommy, and challenges Lovito to learn from his trials.

**ABUELA (Lovito's grandmother):** A wise and stable figure in Lovito's life, who enforces discipline with a loving delivery.

**PANCHITO (Lovito's brother):** An infant who, upon his birth, provides Lovito with opportunities to learn about family relations and love.

## ABOUT THE LOVITO SERIES

Lovito is a series of 13 children's stories that build character and teach practical life skills.

Through the adventures of the main character, Lovito, the reader is tenderly led through the practical meaning & application of the concepts: Respect, Responsibility, Generosity, Love & Truth, Trustworthiness, Confidence, Citizenship, Humor, Speaking Up, Patience, Goals, Fairness, and Family Love.

Stories are set in modern day New Mexico and are bilingual, by design (English/Spanish), and premised upon cultural proverbs (dichos). Each story's concept is reinforced by an accompanying, bilingual song.

## WHY CHILDREN LOVE LOVITO

Lovito appeals to children through his innocence, curiosity, and the overarching spirit of love, which translates well to the hearts of children. Since the Lovito books provide a culturally relevant approach to character building and social skills development, children easily embrace Lovito and the concepts his stories solidify.

## WHY ADULTS LOVE LOVITO

*"I have used the Lovito stories with young children, adults, high school and special education students. The result is almost always the same; the audience is moved to a meaningful and reflective place."*

**-Ron, Educator of 24 years**

*"My grandkids just loved the story and I'm going to read it to my 4th graders as well as my catechism 5th graders."* – Angel

*"... I have found that these books are enjoyed by all my students, they love the story and the lessons that are learned"*

**- School Counselor**

*"Great book! I work in behavior therapy and use this book a lot!"* – Miriam Jones

## LOVITO STORY THEMES

### LOVITO Learns About Love and Telling the Truth

This story follows Lovito on a tender visit with his grandmother (Abuela). While she prepares his favorite cookies (bizcochitos), a playful Lovito accidentally breaks grandmother's lamp while throwing his football in the house. Lovito's first reaction to his fear is to hide behind the sofa, in attempt to conceal the truth. Grandmother's fair, firm, and loving reaction prompts Lovito to confess. By story's end, Lovito has learned how love is stronger than fear and how telling the truth can be the best choice.

### LOVITO Learns About Generosity

As Lovito anxiously awaits the arrival of his new baby brother, ideas of how they will interact and play fill Lovito's mind. When his brother (Panchito) finally arrives, Lovito finds his hopes dashed by the reality that Panchito cannot yet play, and his care requires more of everyone's time and attention. As Lovito struggles to accept this, he experiences feelings of jealousy alongside his disappointment. Through the guided efforts of his mother and father, Lovito learns how to adjust to the change; becoming more generous with his time, attention, and even through the sharing of his toys.

### LOVITO Learns About Respect

When Lovito is faced with the expectation of sharing his toys with his cousin (Lucía), he initially reacts aggressively – wanting to keep the toys to himself. This self-centered behavior causes turmoil when Lucía becomes upset and Lovito's father sends him to his bedroom. Discussions about his behavior, Lucía's feelings, and his father's modeling of respect towards his mother, cause Lovito to consider the idea of respect. He learns to identify how his actions can show either respect or disrespect. Afterward, he encounters a similar situation through which he learns how respecting his cousin's feelings leads to a better outcome.

### LOVITO Learns About Responsibility

A bored Lovito discovers the joy of throwing rocks to hit a target. When this innocent play results in some real damage to Mr. Lucero's (his neighbor) chili plants, he finds himself having to take responsibility. Confessing to the damage is just the beginning. When the cost of replacing the plants is factored with the neighbor's reaction, Lovito must use his piggy bank savings and his own labor to remedy the situation. Through this trial of having to rise to the occasion, Lovito learns about responsibility.

### LOVITO Learns About Fairness

Lovito finds himself in a dilemma about his desire to watch television at the same time that his father enjoys watching his own favorite show. Lovito processes his feelings of hurt and frustration about his father's rights seemingly superseding his own. As they together contemplate a fair solution, the very idea of fairness becomes a prevailing thought that guides Lovito to a genuinely fair act of kindness. Consequently, Lovito learns the rewards of demonstrating fairness towards others.

## ADDITIONAL TITLES

**Lovito Learns Patience, Lovito Learns About Confidence, Lovito Learns To Be Trustworthy, Lovito Learns About Citizenship, Lovito Learns About Goals**

