

A.M. Uboh (Michael Uboh) Launches Benji & The Abundance Crew Following His Amazon Bestseller Debut

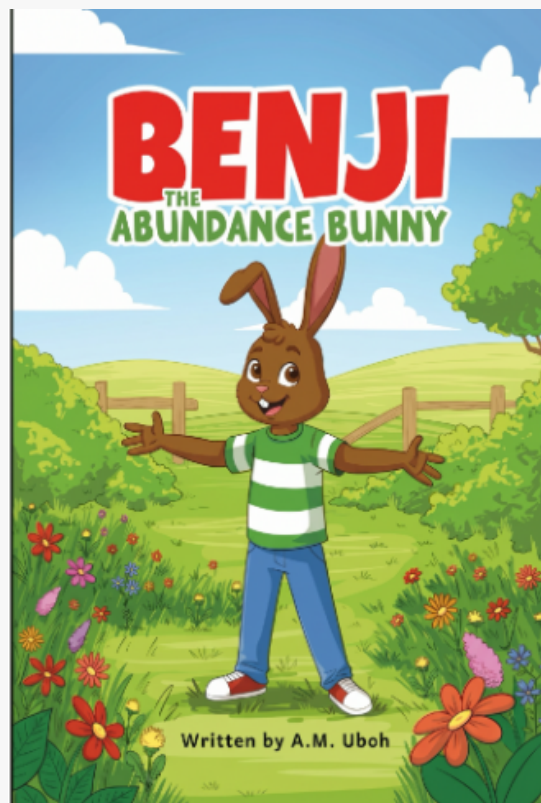
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Following the Amazon bestseller success of Benji the Abundance Bunny, independent publisher Crowned Crane House has announced Benji & The Abundance Crew, a growing children's story universe built on generosity, emotional intelligence, and collaboration.

Author Michael Uboh, who writes under the pen name A.M. Uboh, had been quietly writing the book during evenings and weekends for months. When he was laid off from his tech career earlier this year, he devoted his full attention to finishing it instead of setting it aside.

"The layoff didn't create the dream. It simply removed the reason I kept telling myself I'd finish it later."

Benji the Abundance Bunny launched June 30, 2026, and hit Amazon Bestseller status within three days. Written for children ages four through eight, the rhyming picture book follows Benji as he learns that helping others doesn't diminish what he has — it expands what everyone can experience together.



"If we want a generation that believes there's enough for everyone, we have to plant that belief before it hardens into doubt."

The new franchise, Benji & The Abundance Crew, introduces recurring characters Suzie, Freddie, and Harry, each designed to bring children into new stories and lessons without ever feeling like a lecture.

"Children remember stories, not lectures. If they fall in love with the characters, the lessons have a chance to stay with them naturally."

Uboh founded Crowned Crane House, his independent publishing imprint, to maintain creative control as the franchise grows — with additional books, classroom resources, and animated content already in development.

"For me, independence isn't the goal. It's the opportunity to keep creating the kinds of stories I believe children deserve."

Uboh's full account of the layoff and launch was recently profiled in USA News:
<https://usanews.com/newsroom/i-got-laid-off-in-tech.-three-weeks-later-i-was-an-amazon-bestselling-author>

Readers searching for A.M. Uboh, Michael Uboh, Benji the Abundance Bunny, or Benji & The Abundance Crew can learn more at Crowned Crane House.

"My hope is that families remember Benji not because it was louder than everything else, but because it gave them something meaningful to talk about together."

Website: <https://benjibunny.com>

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