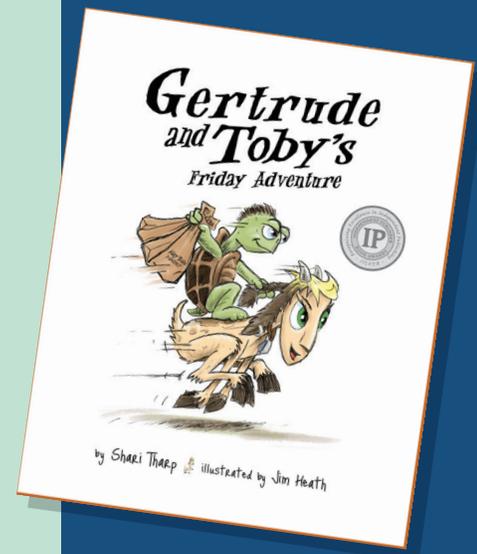


# Gertrude and Toby's Friday Adventure

Book 1 in the Gertrude and Toby Fairy-Tale Adventure Series

Perfectly positioned for young readers and their parents



**Juvenile Fiction:** Fairy Tales & Folklore/Adaptations (JUV012040) Action & Adventure/General (JUV001000) Readers/Intermediate (JUV044000)

Gertrude and her best friend Toby are adventurers. No sitting around on the boring farm for them! They love to explore, and every Friday they sneak off the farm for some extra fun. But Gertrude and Toby always seem to find themselves in a bit of trouble . . .

## Selling Points

- › Recipient of 2016 IPPY Silver Medal award, Best Children's Illustrated E-book category.
- › Longer, more complex picture book; remains interesting for young readers after repeated readings.
- › Fairy-tale characters add familiarity for children, facilitating comprehension of story elements.
- › Age-appropriate length, word choices, dialogue, and plotting aid reading comprehension and vocabulary development.
- › Narrowest target group is ages 6–8, but beta readers showed strong interest from ages 4–9.
- › Second and third titles in the series, *Gertrude and Toby Save the Gingerbread Man* and *Gertrude and Toby Meet the Wolf*, will be released in late 2016 for the fall season.

## Marketing & Publicity

- › Book reviews, award submissions, and author appearances
- › BEA and BookCon exposure, including publisher shelf display and New Title Showcase award recipients display
- › Stocking at regional and local bookstores and local specialty retailers
- › Author visits and book donations to libraries and elementary schools
- › Social media: Facebook, Twitter, author/publisher websites, author pages, etc.
- › BookBub Featured Deal and BookSends Daily Bargain, June 2016
- › Targeted promotional giveaways to readers and reviewers

"This delightful and entertaining volume is . . . very highly recommended for elementary school and community library collections [and] personal reading lists."

—Midwest Book Review



**Shari Tharp**  
Author

- › Resides in Southern California with her husband and son
- › Graduate of San Diego State University and a former teacher
- › The series originated from her son's request for a pet baby goat. Realizing who would have to care for it, she created a fictional goat for him instead!



**Jim Heath**  
Illustrator

- › Resides in Southern California with his family
- › Full-time graphic designer and illustrator
- › Originally from Huntington Beach, California, and still is an avid surfer

	<i>This Title (Vol. 1)</i>	<i>Vol. 2</i>	<i>Vol. 3</i>
<b>On-Sale Date:</b>	Dec 2015	Nov 2016	Dec 2016
<b>Interior:</b>	46 pp., 1220 words 37 imgs. (4-color)	40 pp., 830 words 25 imgs. (4-color)	40 pp., 950 words 33 imgs (4-color)
<b>Formats:</b>			
8x10 case laminate (\$16.99 US)	9780996967907	9780996967945	9780996967976
8x10 trade paper (\$7.99 US)	9780996967914	9780996967990	9781945033001
All e-formats (\$4.99 US)	9780996967921	9781945033148	9781945033032
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