



# sounds true

WAKING UP THE WORLD

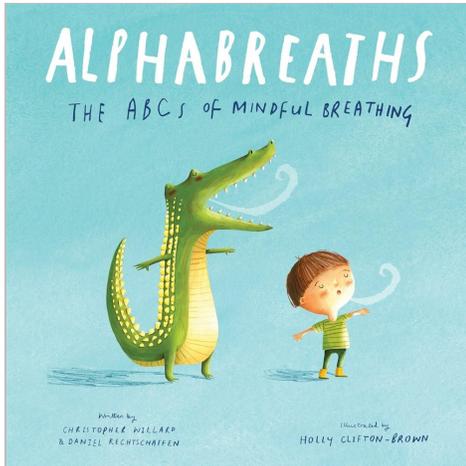
## CHILDREN'S BOOKS WINTER 2022



CHRISTOPHER WILLARD, DANIEL RECHTSCHAFFEN

# Alphabreaths

## The ABCs of Mindful Breathing



### JANUARY

Sounds True

Juvenile Fiction / Health &amp; Daily Living / Daily Activities

On Sale 1/18/2022

Ages 4 to 8

Board Book, 22 pages

6 in H | 6 in W

Carton Quantity: 36

ISBN: 9781683648529

\$9.99 / \$12.99 Can.

**Children will learn the basics of mindful breathing along with their ABCs in this playful and interactive picture book.**

In *Alphabreaths*, children learn their ABCs along with the basics of mindfulness through fun exercises and illustrations they'll want to come back to again and again. Each letter of the alphabet teaches a simple mindfulness or compassion-based practice to help kids focus their thoughts, hold positive feelings for others, express gratitude, and more. It's as easy as A-B-C!

Kids will open their arms wide like jaws on Alligator Breath, take a big breath and sing *Laaa* on Voice Breath, and imagine blowing out candles on a birthday cake in Cake Breath. With Heart Breath and Wish Breath, they will remember to fill their heart with gratitude and send good wishes to others.

*Alphabreaths* offers a meaningful introduction to mindfulness for children, all while keeping them delighted with imaginative inspiration and ...

**Christopher Willard** is a clinical psychologist based in Boston and is on the faculty at Harvard Medical School. He's the author of several books on mindfulness for children and teens. Learn more at [drchristopherwillard.com](http://drchristopherwillard.com).

**Daniel Rechtschaffen** is a marriage and family therapist in the California Bay Area. He is the director of Mindful Education, a mindfulness-based social and emotional learning platform. Learn more at [danielrechtschaffen.com](http://danielrechtschaffen.com).

## MARKETING

Re-purpose alphabreaths.com from picture book campaign

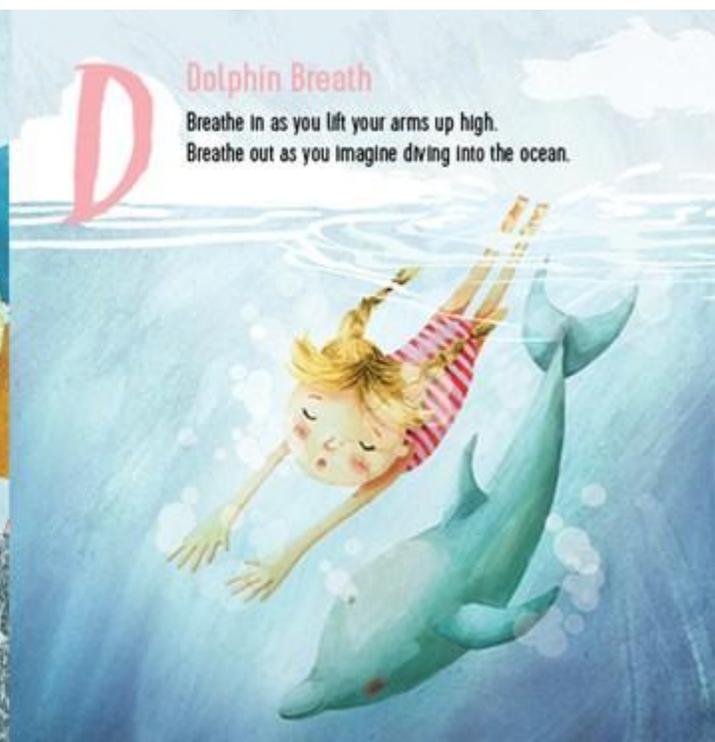
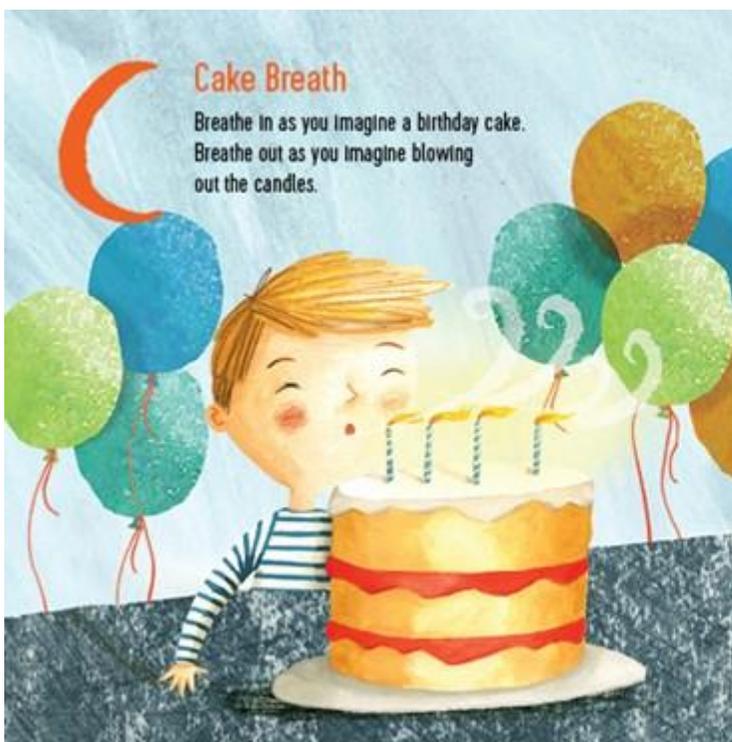
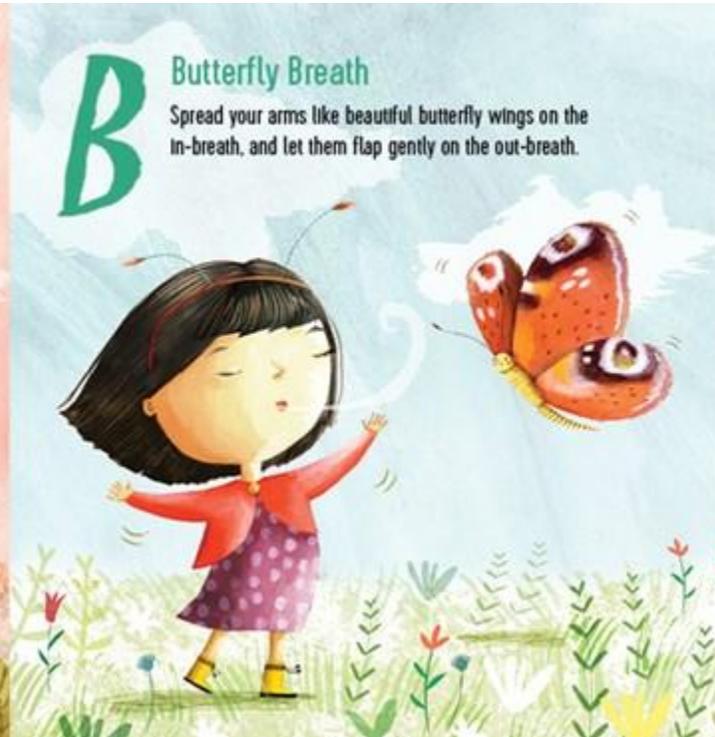
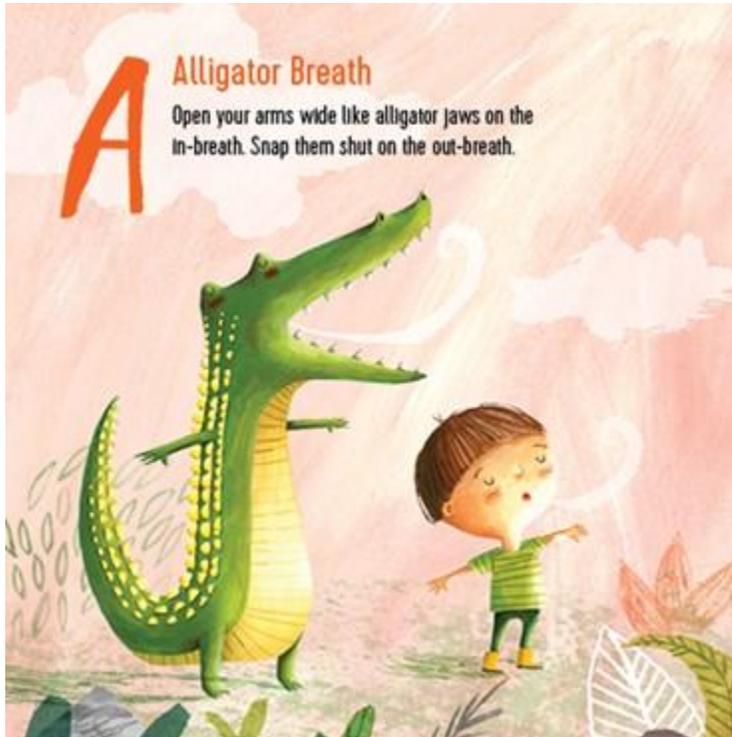
Social media advertising campaign, featuring book video + giveaways

Promotion to author network of children's mindfulness influencers, school connections, and relevant conferences

Promotion on ST Kids Instagram

Amazon A+ page

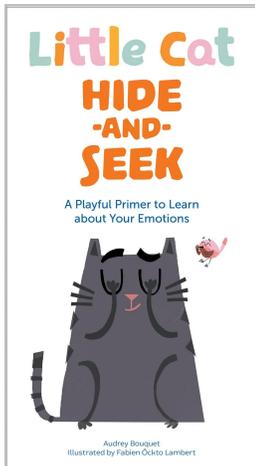
Top KidLit blogger F&G mailing



# AUDREY BOUQUET

## Little Cat Hide-and-Seek Emotions

### A Playful Primer to Learn about Your Feelings



#### FEBRUARY

Sounds True

Juvenile Fiction / Social Themes / Emotions & Feelings

On Sale 2/15/2022

Ages 4 to 8

Board Book, 18 pages

11.8 in H | 6.3 in W

Carton Quantity: 20

ISBN: 9781683648338

\$14.99 / \$19.50 Can.

**Children will learn to recognize and respond to expressions of emotion through a fun matching technique.**

In *Little Cat Hide-and-Seek: A Playful Primer to Learn about Your Emotions*, young children will learn to recognize and respond to emotions in themselves and others. The book introduces a range of emotions such as happy, angry, sleepy, anxious, and surprised. Each emotion is featured in a spread in the book, and each spread has a variety of illustrations with cats expressing different emotions. Children will match the emotion to the illustration that most closely represents it.

The book also offers children a chance to engage with their own emotions, asking such questions as “How about you? What makes you happy?” and “Whisper in Little Cat’s ear the name of someone you love.”

Little Cat is an appealing character that will appear in upcoming books about emotions published by Sounds True, including *Little A...*

**Audrey Bouquet** studied biology, nutrition, sophrology, and relaxation. She has been writing since 2016. Audrey lives in Nantes, France, with her husband, Fabien Öckto Lambert, and their two children.

**MARKETING**

Print advertising in trade outlets

Promotion on ST social media platforms (630K followers)

Feature in What's New at ST eNL (1M+ subscribers)

Promotion on ST Kids Instagram

Amazon A+ page, highlighting Little Cat Hide-and-Seek series

Targeted media outreach to parenting, mindfulness, and health & wellness outlets

Top KidLit blogger F&G mailing

Where are you, little **ANGRY** cat?

Take a deep breath to help blow away little cat's bad mood.



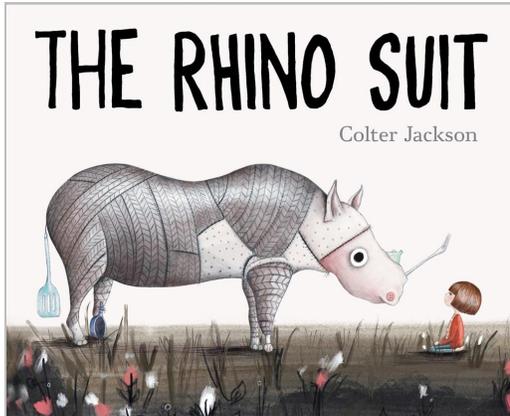
Where are you, little **HAPPY** cat?

How about you? What makes you happy?



## COLTER JACKSON

# The Rhino Suit



**MARCH**  
Sounds True

Juvenile Fiction / Social Themes / Emotions & Feelings

On Sale 3/8/2022

Ages 4 to 8

Hardcover with dust jacket , 40 pages

9 in H | 11 in W

Carton Quantity: 24

ISBN: 9781683648147

\$18.99 / \$24.99 Can.

**When a little girl feels like the pain of the world is too much, she builds a tough-skinned rhino suit to protect herself.**

Sometimes the weight of the world can be almost too much to bear. In Colter Jackson's picture book *The Rhino Suit*, readers meet a little girl who feels everything deeply. Seeing a stray animal or litter on the ground can ruin her day, and she doesn't know how to be okay with other people's sadness.

When the tenderness and sadness of the world feel like they are more than she can handle, she decides to build a rhino suit to keep herself safe. Inside that thick skin, the pain of the world is easy to ignore. Yet she learns that when she blocks herself off from that pain, she also distances herself from her ability to experience the good—and from her ability to help others. And maybe living without that thick skin is worth the risk.

**Colter Jackson** is the author-illustrator of the picture book *Elephants Make Fine Friends* and the comic *Frog Heaven*. Her work has appeared in the *New York Times*, *Epoch*, *Tin House*, and other places. She has an MFA in creative writing from Sarah Lawrence College and lives in New York City with her lovely family. She got rid of her rhino suit years ago.

## MARKETING

Print advertising in trade outlets

Social media advertising campaign, featuring video, giveaways, and illustrations

Story time kit for bookstores, librarians, parents, and educators

Promotion on ST Kids Instagram

Amazon A+ page

Targeted media outreach to parenting, mindfulness, and health & wellness outlets

Top KidLit blogger F&G mailing

Select author appearances in bookstores and schools



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