

Fall 2017

RODALE KIDS BOOKS





Dear Friends,

For more than 75 years, Rodale has been devoted to making the world a better place. From founding the organic movement in America to being a pioneering force in the healthy lifestyle industry, we are a trusted health and wellness source. By expanding our award-winning and bestselling Rodale Books publishing program into children's books, we can, as Rodale CEO Maria Rodale says, "nurture our mission—to inspire health, healing, and happiness in the world—among young readers and their families, where it all begins."

Our debut list is an inspiring reflection of the types of books we plan to publish—fun and entertaining titles that encourage and motivate good habits of nutrition, fitness, mindfulness, and environmental responsibility across a variety of age ranges.

We plan to publish 35 to 45 books a year, with content aimed at ages ranging from infants to teens and including fiction and nonfiction picture books, early readers, chapter books, how-to nonfiction, gift reference, and Young Adult fitness and self-help. This inaugural list will feature 10 titles, among them:

Mrs. Peanuckle's Vegetable Alphabet and *Mrs. Peanuckle's Fruit Alphabet*, board books that will teach the youngest of kids about healthy eating and the joys of the natural world (while also entertaining and informing the adults who are reading them)

A teen fitness book by health and fitness mega-star Tracy Anderson that offers a safe, effective, body-positive program for young girls

Breathe Like a Bear, a beautifully illustrated collection of movement and breathing exercises designed to give kids the tools they need to control their bodies and emotions

Chef Gino's Taste Test Challenge, which offers both beginner and experienced mini-chefs a fun and useful guide for navigating the kitchen

Team Taekwondo, an action-packed graphic novel series from the American Taekwondo Association that follows a group of animal taekwondo students as they learn important life and behavioral skills through their martial arts training

Our mission with Rodale Kids is to empower children to grow a happy, healthy future for themselves and the world around them. We think you will agree that this first list delivers on that promise. Together with the distinguished children's sales team at Macmillan and you(!), we're excited to launch our books into the world.

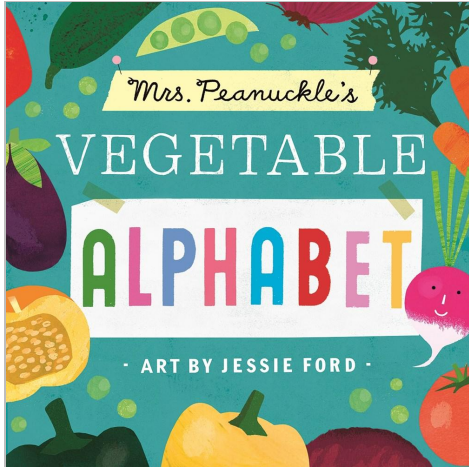
Here's to a thrilling journey together!

A handwritten signature in black ink, appearing to read "Gail Gonzales".

Gail Gonzales, VP, PUBLISHER

MRS. PEANUCKLE; ILLUSTRATED BY JESSIE FORD

Mrs. Peanuckle's Vegetable Alphabet



SEPTEMBER

Rodale Kids

Juvenile Nonfiction / Concepts / Alphabet

On Sale 9/19/2017

Ages 0 to 3

Board Book , 28 pages

6.9 in H | 6.9 in W

Carton Quantity: 0

ISBN: 9781623368708

\$7.99 / \$8.99 Can.

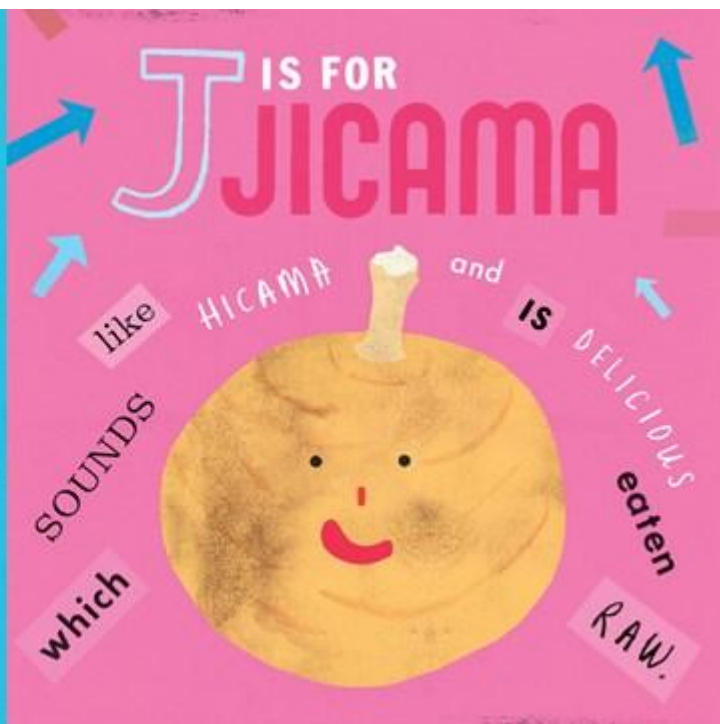
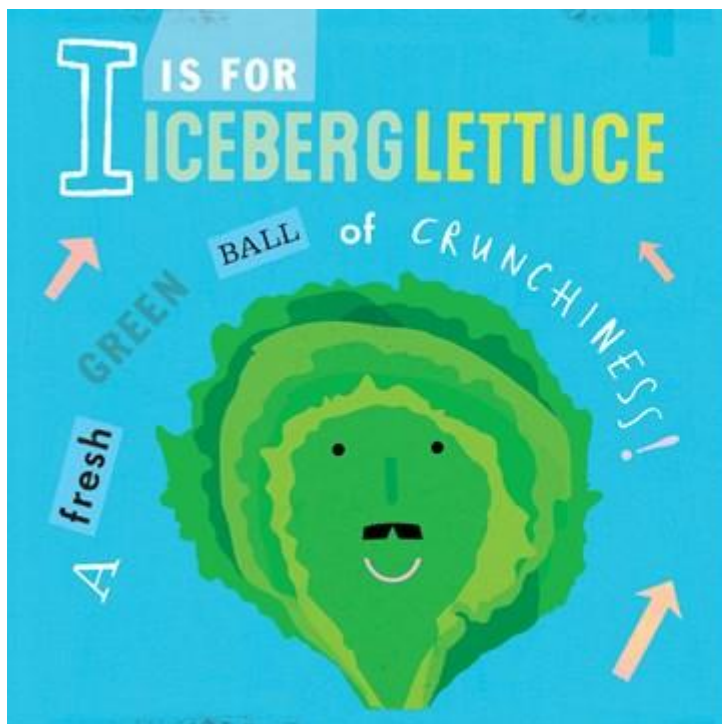
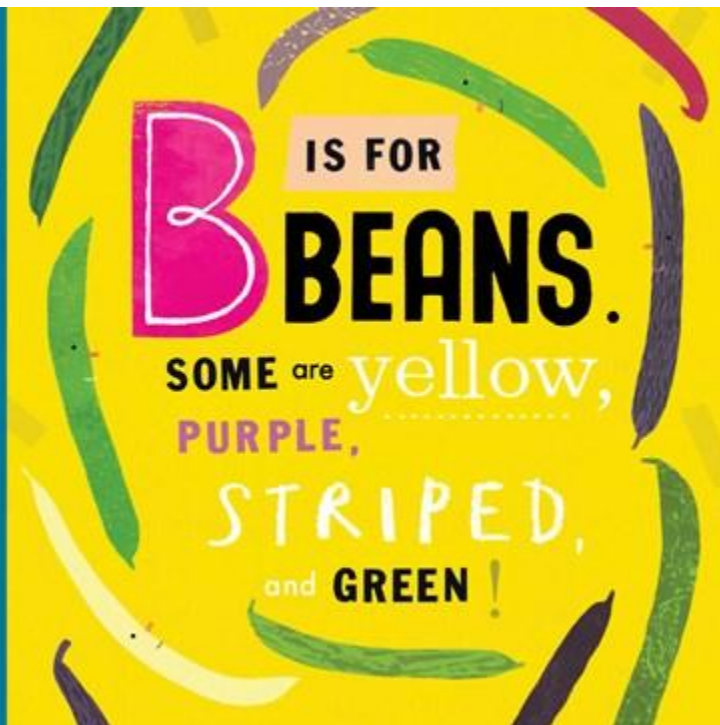
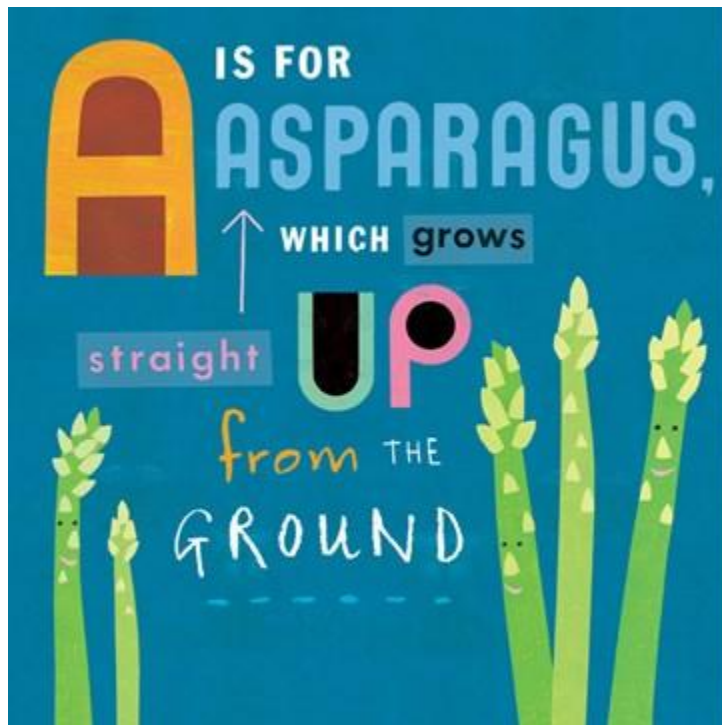
A playful and engaging board book that makes learning about vegetables as easy as ABC

Mrs. Peanuckle's Vegetable Alphabet introduces babies and toddlers to a colorful variety of vegetables, from asparagus to zucchini. Perfect to read aloud, this vegetable buffet will delight children and parents alike with its yummy vegetable facts and vibrant illustrations. Learning the ABCs has never been so delicious! *Mrs. Peanuckle's Vegetable Alphabet* is the first in a series of board books celebrating the joy of nature at home and in the backyard, from fresh fruits and vegetables to birds, bugs, flowers, and trees.

Mrs. Peanuckle loves to write, talk to animals and birds, and putter in her garden. She has a vast assortment of children and grandchildren (some of them pets and some of them imaginary). She also collects rocks, shells, books, and eccentric friends. When she is not traveling and exploring the universe, you can find her cooking and eating while singing in her magical cabin in the woods. Most of all, she loves to laugh.

MARKETING

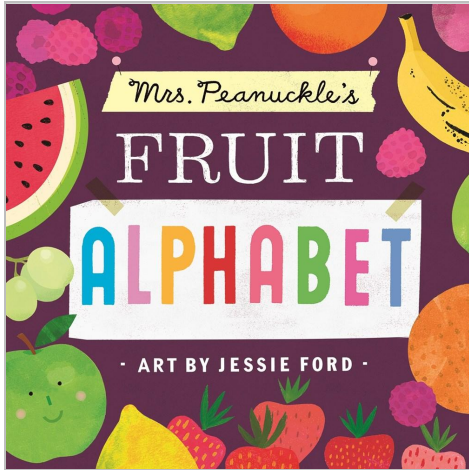
- National print features and reviews: Target national and regional parenting publications and top daily newspapers
- Featured title at key educational conferences
- Special mailings to early childhood educators and librarians
- Activity/learning guides for day-care centers, preschools and play groups
- Holiday gift guide outreach
- Featured title at BEA



MRS. PEANUCKLE; ILLUSTRATED BY JESSIE FORD

Mrs. Peanuckle's Fruit Alphabet

Mrs. Peanuckle's Alphabet Series



SEPTEMBER

Rodale Kids

Juvenile Nonfiction / Concepts / Alphabet

On Sale 9/19/2017

Ages 0 to 3

Board Book , 28 pages

6.9 in H | 6.9 in W

Carton Quantity: 0

ISBN: 9781623368722

\$7.99 / \$8.99 Can.

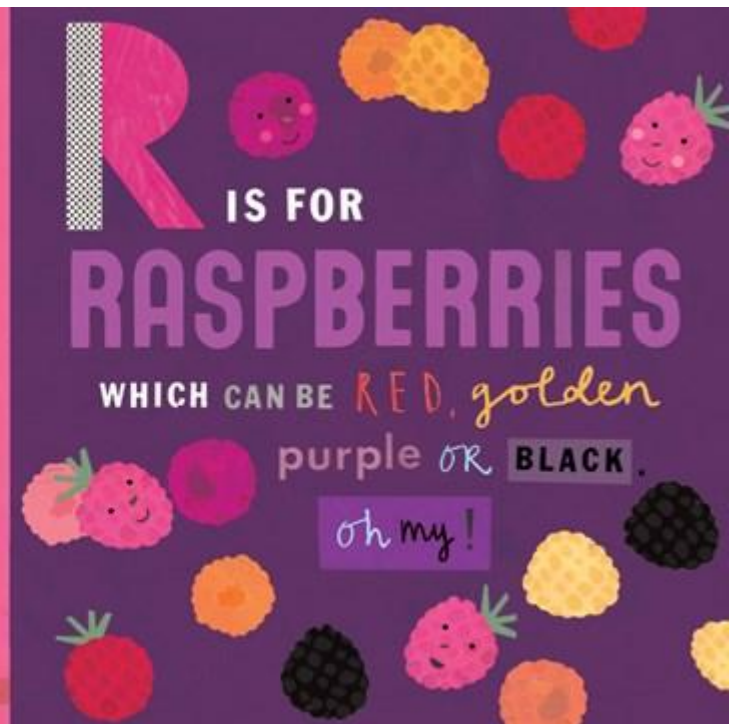
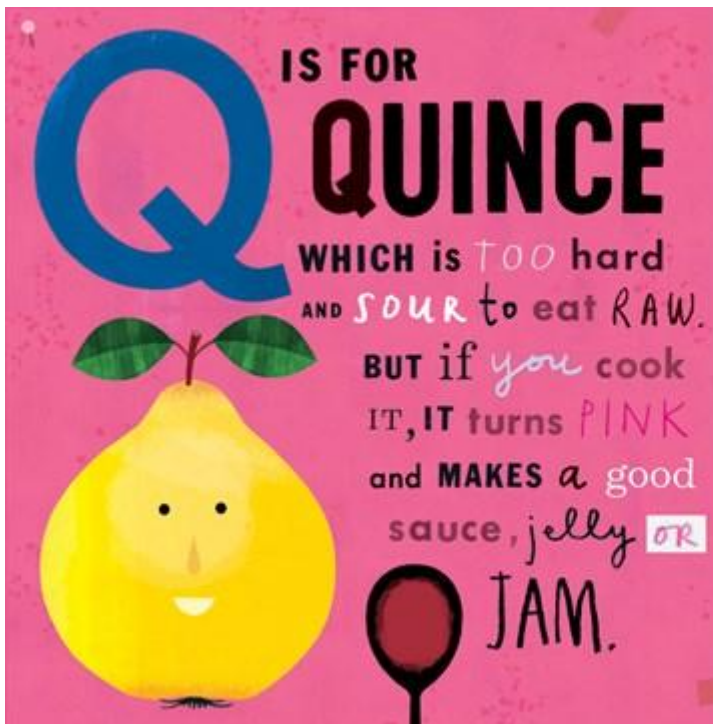
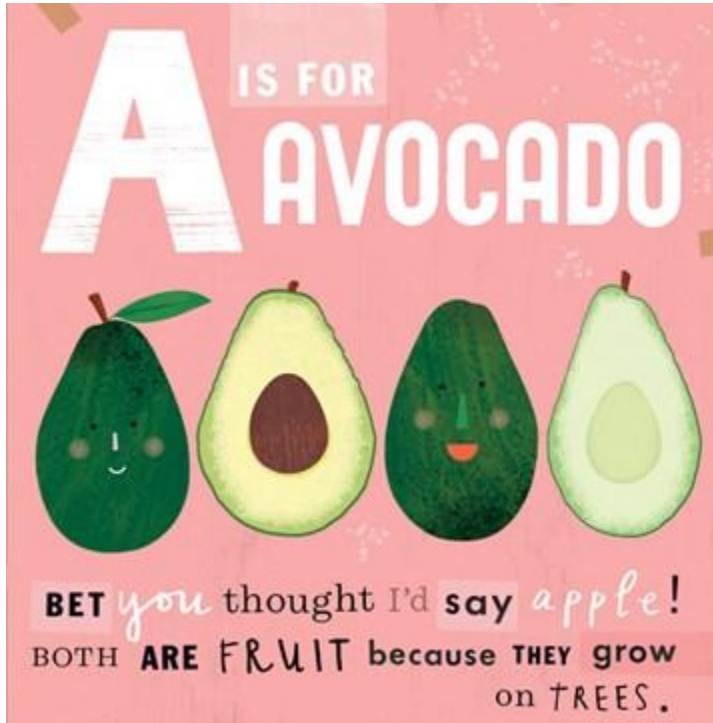
A sweet followup to *Mrs. Peanuckle's Vegetable Alphabet*, sure to make learning about fruit and the ABCs a lot of fun

Like its vegetable companion, *Mrs. Peanuckle's Fruit Alphabet* introduces babies and toddlers to the colorful foods that will help them grow up to be healthy and strong. Children and parents alike will want to devour the fun facts and charming illustrations of fruits from the familiar banana to the not as familiar yumberry. *Mrs. Peanuckle's Fruit Alphabet* is the second in a series of board books celebrating the joy nature brings to young children at home and in the backyard, from fresh fruits and vegetables to birds, bugs, flowers, and trees.

Mrs. Peanuckle loves to write, talk to animals and birds, and putter in her garden. She has a vast assortment of children and grandchildren (some of them pets and some of them imaginary). She also collects rocks, shells, books, and eccentric friends. When she is not traveling and exploring the universe, you can find her cooking and eating while singing in her magical cabin in the woods. Most of all, she loves to laugh.

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- National print features and reviews: Target national and regional parenting publications and top daily newspapers
- Featured title at key educational conferences
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- Holiday gift guide outreach
- Featured title at BEA



LAUREL SNYDER; ILLUSTRATED BY AURORE DAMANT

The King of Too Many Things



SEPTEMBER

Rodale Kids

Juvenile Fiction / Fantasy & Magic

On Sale 9/5/2017

Ages 4 to 8

Hardcover Picture Book , 32 pages

10 in H | 10 in W

Carton Quantity: 0

ISBN: 9781623368746

\$17.99 / \$20.50 Can.

A hilarious, modern fairy tale about what can go wrong when a boy king gets everything he wishes for

King Jasper loves being king. Ruling over his small kingdom, he spends his days reading, coloring, and playing with his dog, Greg. Life in the castle couldn't get any better! Or could it? With a wizard who can conjure anything Jasper wants—dragons, robots, superheroes, even rainbow-colored kittens—the young king creates a magical mess only he can clean up. A hilarious, modern fairy tale about the dangers of overconsumption, *The King of Too Many Things* will keep kids guessing with the turn of every page, while showing how always wanting MORE can ultimately lead to LESS happiness.

Laurel Snyder lives in Atlanta, Georgia, where she writes books for kids and makes lots of fun messes. She believes firmly that you can never have too many kittens! Some of her previous titles include the E.B. White Read-Aloud book *Penny Dreadful* and the Parents' Choice Silver Honor title *Swan: The Life and Dance of Anna Pavlova*. Visit her online at laurelsnyder.com or follow her on Twitter @laurelsnyder.

MARKETING

- National print features and reviews: Target national and regional parenting publications, top daily newspapers and select entertainment outlets
- Online publicity and promotions: Target parenting blogs/sites and kid-centric sites
- Outreach to organizations and blogs promoting diverse books
- Regional bookstore appearances
- Review copy mailing to major school and library journals
- Mailing to key librarians and educators
- ...



SUZY CAPOZZI; ILLUSTRATED BY EREN UNTEN

I Am Thankful

The Positive Power Series

**OCTOBER**

Rodale Kids

Juvenile Fiction / Readers / Beginner

On Sale 10/10/2017

Ages 4 to 6

Trade Paperback , 32 pages

9 in H | 6 in W

Carton Quantity: 0

ISBN: 9781623368760

\$4.99 / \$5.99 Can.

A charming early reader that models the positive power of thankfulness

It's Thanksgiving Day, and there's a lot to be done before turkey time! *I Am Thankful* follows a young boy through his busy holiday adventures, from running in the turkey trot to helping his family bake pies. Even though the weather might ruin the annual family football game, the jam-packed day proves there's never a shortage of things to be thankful for. In this first installment of the Positive Power series, kids will learn the affirmation "I am thankful" through a delightful story of food, family, and fun.

About the Positive Power Series:

Short on words and long on empowerment, the Positive Power early reader series teaches kids and parents alike the power of positive affirmations and how to incorporate them into their daily lives. Each book also features two pages of colorful stickers based on the stor...

Suzy Capozzi is a children's book editor and writer. She has worked on titles for the Random House early reader program in addition to numerous other beginner and leveled readers. She lives in New York's Hudson Valley.

MARKETING

- National print features and reviews: Target national and regional parenting publications and top daily newspapers
- Online publicity and promotions: Target parenting blogs and sites
- Outreach to school counselors, child psychologists, social workers and agencies
- Outreach to the National Parent Teacher Association
- Holiday gift guide outreach
- Featured title at BEA

There is no school today.
Hooray!



I am thankful that
I can stay in bed.

2

Pops wakes me up anyway.
We have a lot to do.
I am thankful Pops lives with us.



3

Today is Thanksgiving!
First, we help Mom make pies.



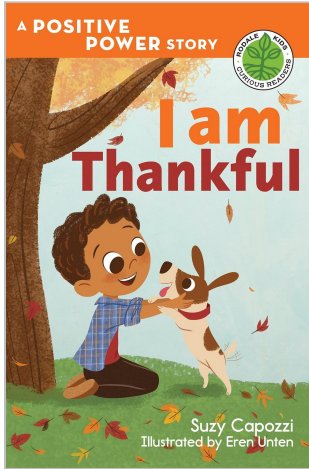
Pops chops apples.
I peel sweet potatoes.
Sweet potato pie
is my favorite.



SUZY CAPOZZI; ILLUSTRATED BY EREN UNTEN

I Am Thankful

The Positive Power Series

**OCTOBER**

Rodale Kids

Juvenile Fiction / Readers / Beginner

On Sale 10/10/2017

Ages 4 to 6

Hardcover 32 pages

9 in H | 6 in W

Carton Quantity: 0

ISBN: 9781623369200

\$13.99 / \$15.99 Can.

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SUZY CAPOZZI; ILLUSTRATED BY EREN UNTEN

I Am Kind

The Positive Power Series

**OCTOBER**

Rodale Kids

Juvenile Fiction / Readers / Beginner

On Sale 10/10/2017

Ages 4 to 6

Trade Paperback , 32 pages

9 in H | 6 in W

Carton Quantity: 0

ISBN: 9781623368784

\$4.99 / \$5.99 Can.

A heartwarming early reader that models the positive power of kindness

I Am Kind follows a little girl who sees kindness all around her. Her mother is kind when she volunteers in the community, and her neighbor is kind when he gives her strawberries from his garden. Even her nature troop is kind when they take care of the earth! The little girl realizes that she, too, has the power to be kind, and that even small actions can have a big impact. In this new installment of the Positive Power early reader series, children will learn the affirmation “I am kind” through an encouraging story of community and everyday kindness.

About the Positive Power Series:

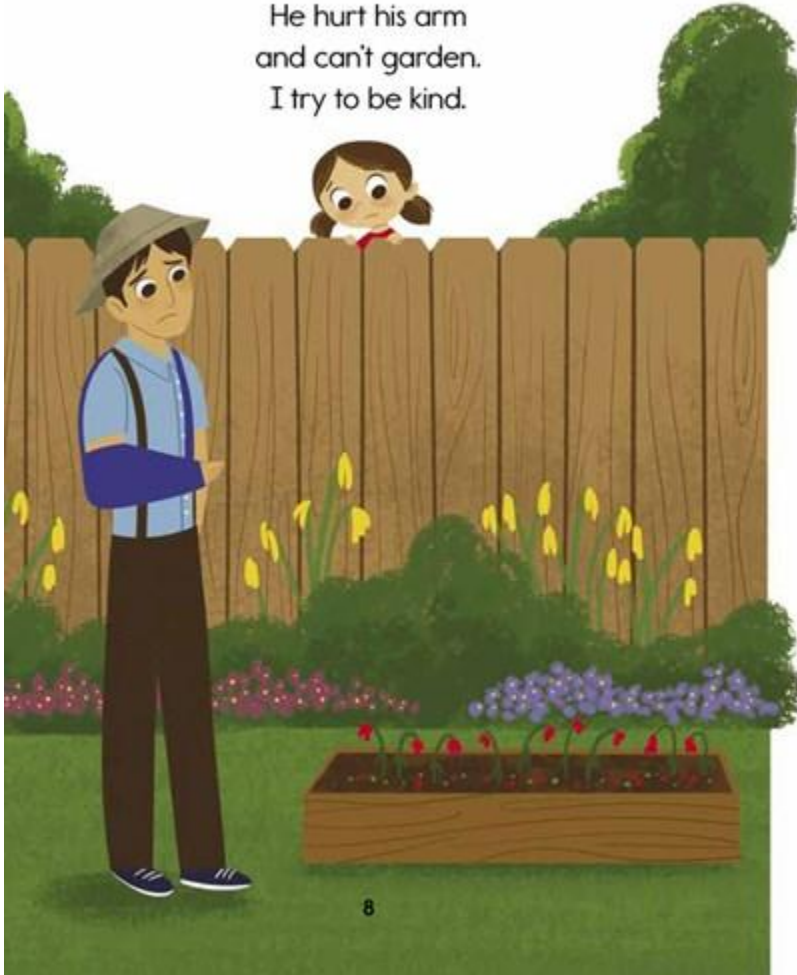
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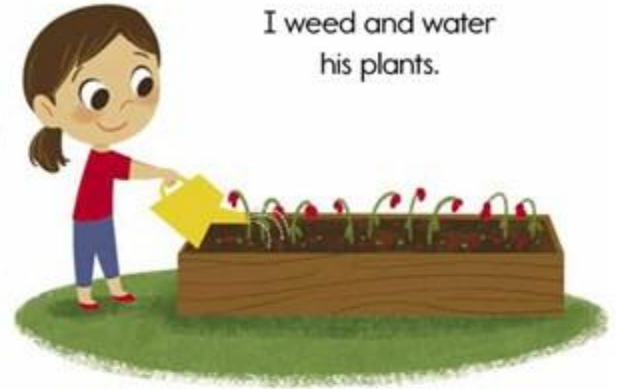
- National print features and reviews: Target national and regional parenting publications and top daily newspapers
- Online publicity and promotions: Target parenting blogs and sites
- Outreach to school counselors, child psychologists, social workers and agencies
- Outreach to the National Parent Teacher Association
- Holiday gift guide outreach
- Featured title at BEA

Stan lives next door.
He hurt his arm
and can't garden.
I try to be kind.



8

I weed and water
his plants.



Stan thanks me with
some strawberries.

How kind!



9

When the rain comes down,
my umbrella goes up.



I find room
for one more
to be kind.



SUZY CAPOZZI; ILLUSTRATED BY EREN UNTEN

I Am Kind

The Positive Power Series

**OCTOBER**

Rodale Kids

Juvenile Fiction / Readers / Beginner

On Sale 10/10/2017

Ages 4 to 6

Hardcover 32 pages

9 in H | 6 in W

Carton Quantity: 0

ISBN: 9781623369217

\$13.99 / \$15.99 Can.

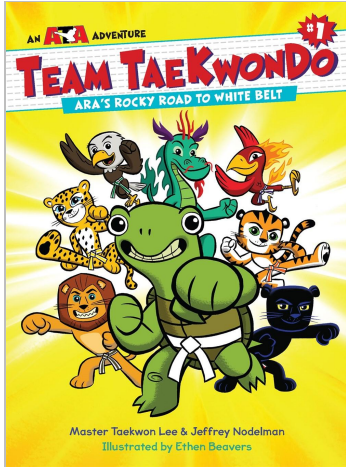
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MASTER TAEKWON LEE AND JEFFREY NODELMAN; ILLUSTRATED BY ETHEN BEAVERS**Team Taekwondo #1****Ara's Rocky Road to White Belt****NOVEMBER**

Rodale Kids

Juvenile Fiction / Comics & Graphic Novels

On Sale 11/14/2017

Ages 6 to 10

Trade Paperback , 108 pages

7.5 in H | 5.5 in W

Carton Quantity: 0

ISBN: 9781623368807

\$9.99 / \$11.50 Can.

The first installment of an action-packed graphic novel series that teaches important life and character-building skills through the principles of martial arts

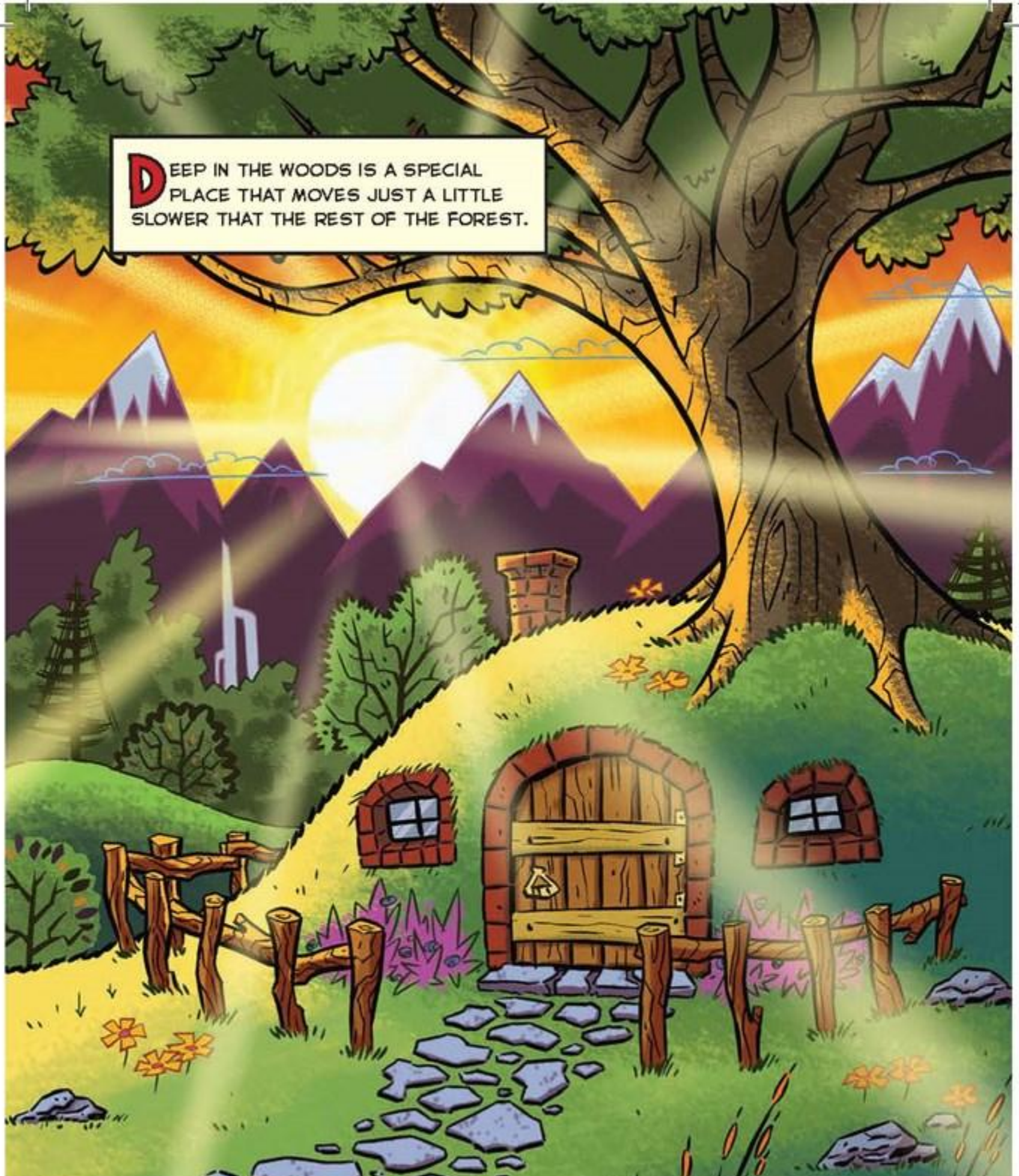
Ara is the odd turtle out in his family, preferring his rock collection to new or wild adventures—until he meets Baeoh, a confident tiger who practices martial arts. Unsure if he has what it takes to join Baeoh’s taekwondo team, Ara must learn how to come out of his shell, persist through failure, and accept the help of his new friends to complete the Tiger Fitness Challenge.

Master Taekwon Lee is a sixth degree black belt and master instructor with many years of martial arts experience with ATA International—the world’s largest martial arts licensing company. He’s the creator of the award-winning interactive children’s videos *Agent G: The ATA Defender* and *Sgt. Safety* as well as author of the children’s book *The Legend of Baeoh*.

Jeffrey Nodelman is a graphic artist, novelist, painter, and award winning animator who has worked with Walt Disney, Warner Bros, and Nickelodeon. He is a fourth degree black belt trained in ATA Songahm Taekwondo and a USA certified Ice Hockey coach. He lives in Little Rock, Arkansas with: one wife, two children, and three spoiled rescue dogs.

MARKETING

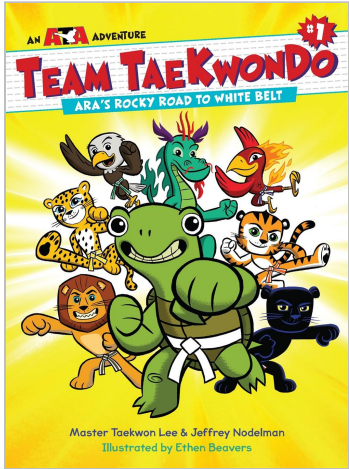
- Online publicity and promotions: Target key middle-grade, librarian and graphic novel blogs
- Regional author appearances
- Outreach to health and physical education teachers
- Promotions via ATA International
- Pitch author for SIBA appearance and select southern book festivals
- Featured title at BEA



MASTER TAEKWON LEE AND JEFFREY NODELMAN; ILLUSTRATED BY ETHEN BEAVERS

Team Taekwondo #1

Ara's Rocky Road to White Belt



NOVEMBER

Rodale Kids

Juvenile Fiction / Comics & Graphic Novels

On Sale 11/14/2017

Ages 6 to 10

Hardcover 108 pages

7.5 in H | 5.5 in W

Carton Quantity: 0

ISBN: 9781623368821

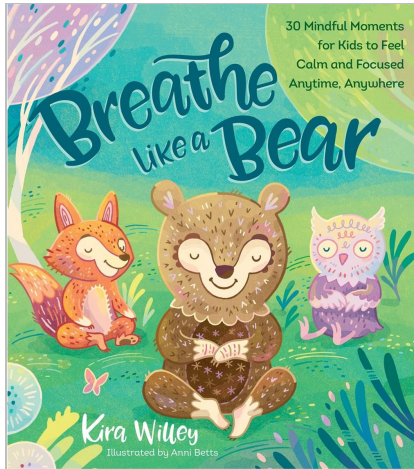
\$14.99 / \$17.50 Can.

The first installment of an action-packed graphic novel series that teaches important life and character-building skills through the principles of martial arts

Ara is the odd turtle out in his family, preferring his rock collection to new or wild adventures—until he meets Baeoh, a confident tiger who practices martial arts. Unsure if he has what it takes to join Baeoh’s taekwondo team, Ara must learn how to come out of his shell, persist through failure, and accept the help of his new friends to complete the Tiger Fitness Challenge.

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KIRA WILLEY; ILLUSTRATED BY ANNI BETTS**Breathe Like a Bear****30 Mindful Moments for Kids to Feel Calm and Focused Anytime, Anywhere****DECEMBER**

Rodale Kids

Juvenile Nonfiction / Body, Mind & Spirit

On Sale 12/5/2017

Ages 4 to 10

Trade Paperback, 96 pages

9.1 in H | 7.5 in W

Carton Quantity: 0

ISBN: 9781623368838

\$14.99 / \$17.50 Can.

A collection of 30 mindfulness exercises to help kids feel calm, focused, or energized that can be done without leaving their seats

Breathe Like a Bear is a beautifully illustrated collection of movements and breathing exercises designed to teach kids techniques for managing their bodies, breath, and emotions. Best of all, they can be performed anywhere: in the backseat of a car, at home, or even at a child's desk at school. Based on Kira Willey's Parents' Choice GOLD Award-winning CD, *Mindful Moments for Kids*, this is the first book of its kind and is the perfect tool to help children and parents develop a fun and consistent mindfulness practice.

Kira Willey is an award-winning songwriter, kids' yoga expert, and creator of Rockin' Yoga School Programs. She has released three nationally acclaimed albums of children's yoga songs that blend upbeat, danceable music with get-up-and-move yoga inspiration. Her fourth release, *Mindful Moments for Kids*, is the inspiration for *Breathe Like a Bear*. She lives in Pennsylvania with her husband and three children and can be found online at kirawilley.com.

MARKETING

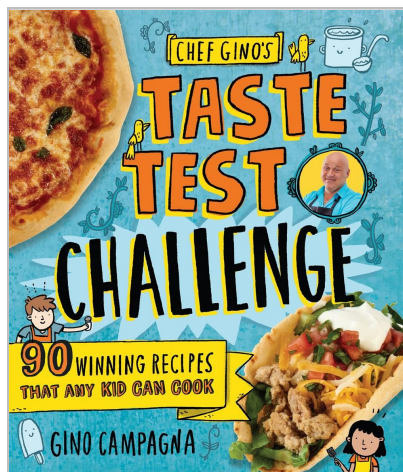
- National radio and podcast campaign
- Online publicity and promotions: Target parenting and mindfulness blogs/ sites
- Promotion via author’s social network
- Reviews and coverage in school and library journals and selected outlets
- Educator and librarian mailing
- Featured title at BEA
- Special 3+ / 3% Retail Offer



GINO CAMPAGNA; ILLUSTRATED BY MIKE LOWERY

Chef Gino's Taste Test Challenge

90 Winning Recipes That Any Kid Can Cook



OCTOBER

Rodale Kids

Juvenile Nonfiction / Cooking & Food

On Sale 10/24/2017

Ages 8 to 12

Hardcover, 192 pages

10 in H | 8.5 in W

Carton Quantity: 0

ISBN: 9781623368869

\$18.99 / \$21.99 Can.

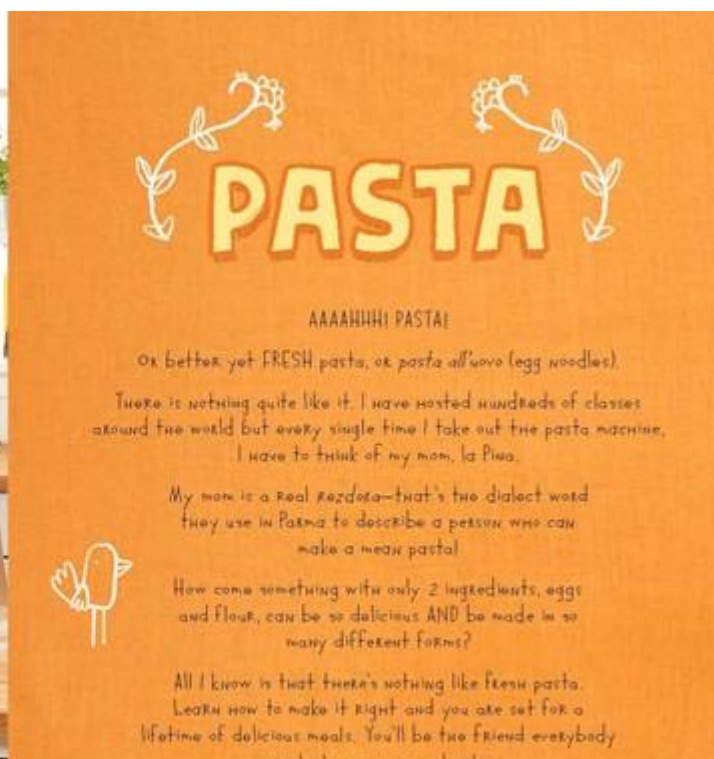
Easy-to-follow, open-ended recipes for both beginner and experienced kids who want to challenge their skills in the kitchen

Thanks to the popularity of shows like *Master Chef Junior*, kid interest in cooking is boiling over. In *Taste Test Challenge*, Chef Gino Campagna shows kids that you don't have to be a culinary expert (or a grown-up) to make delicious and nutritious meals. This one-of-a-kind cookbook will take kids on a culinary adventure, teaching them simple recipes that are open-ended for creating original, yummy meals.

For more than 15 years, Chef Gino Campagna has made it his personal mission to raise kids' food IQs and help fight childhood obesity. His philosophy? If kids are involved in their food choices and preparations, they will be more motivated to try new, nutritious foods. In addition to starring in the kids' cooking shows *Kitchen Kids* on YouTube and *Gino's Kitchen* on the Disney Channel, serving on Jamie Oliver's Food Revolution team, and making guest appearances on A&E's Emmy Award-winning show *Born This Way*, Chef Gino teaches kids to cook in Los Angeles and Italy. You can visit him online at chefgino.club.

MARKETING

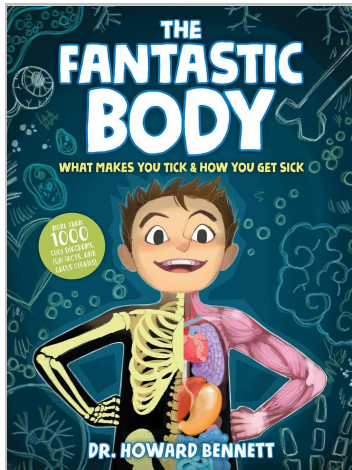
- National author publicity: Target national morning shows and talk shows
- National radio campaign: Target food, parenting and lifestyle programs/ podcasts
- Online publicity and promotions: Target top kid-centric and parenting blogs/sites
- Cross-promotion with author’s social networking channels
- Social networking platform advertising campaign
- Featured title at BEA



DR. HOWARD BENNETT

The Fantastic Body

What Makes You Tick & How You Get Sick

**NOVEMBER**

Rodale Kids

Juvenile Nonfiction / Science & Nature / Anatomy & Physiology

On Sale 11/7/2017

Ages 8 to 12

Hardcover , 240 pages

10.9 in H | 8.4 in W

Carton Quantity: 0

ISBN: 9781623368890

\$19.99 / \$22.99 Can.

A clever reference guide to the human body with more than 1,000 cool diagrams, fun facts, and gross stories—written by a pediatrician


The Fantastic Body is the ultimate kids' reference guide to the human body! Jam-packed with fun facts, cool diagrams, and gross stories galore, this go-to guide will captivate curious readers for hours on end. Kids will take their learning beyond reading the book with DIY projects that demonstrate different body functions and tips for making their regular checkups less scary. Through humor, science, and engaging illustrations, this fun and comprehensive reference book is the perfect gift for kids wanting to know more about the mysterious stuff going on inside their bodies.

Dr. Howard Bennett is a practicing pediatrician in Washington, DC, and the writer of a popular kids' column for the *Washington Post*. With more than 30 years of experience treating kids, he has all the answers—and plenty of yuck-filled stories to share!

MARKETING

- National radio campaign
- Online publicity and promotions: Target health, parenting and kid-centric blogs and sites
- National Independent Bookseller Outreach
- Review copy mailing to major school and library journals
- Advertising in NASN Weekly Digest
- Featured title at BEA
- Special 3+ / 3% Retail Offer

8 KEEP IT SIMPLE
YOU GOTTA BE A HEART




GO WITH THE FLOW

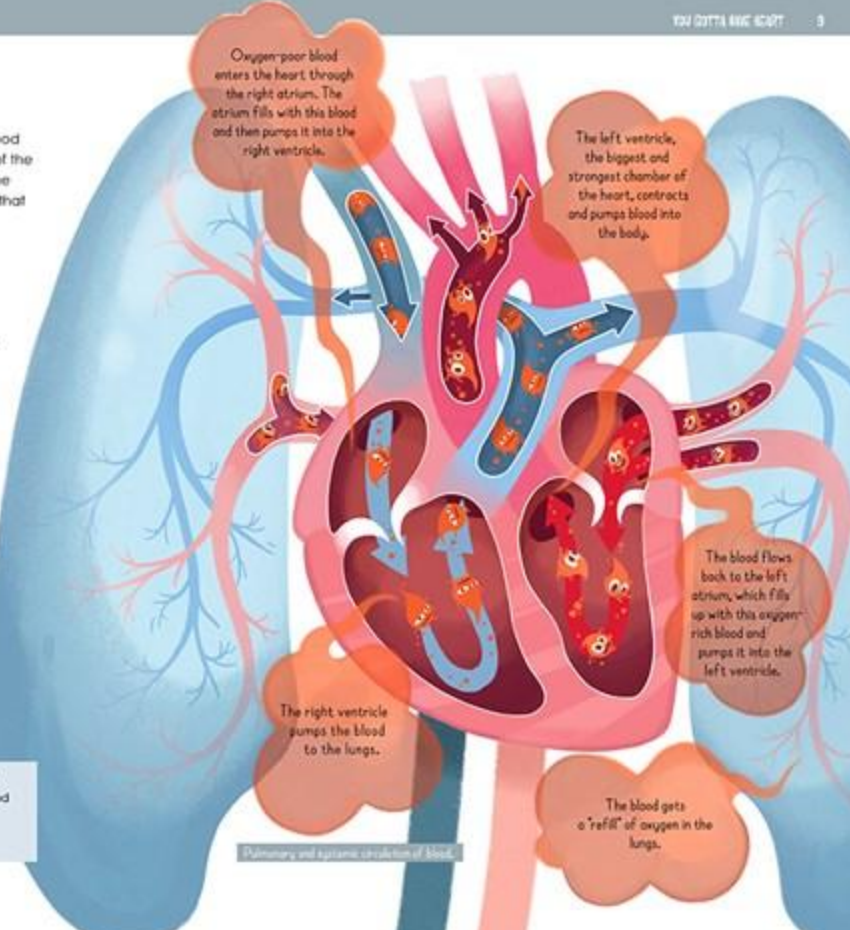
The whole system of blood flow is called the **circulatory** (SIR-cue-la-fori) system. There are blood vessels, or tubes filled with blood, in every part of the body. The vessels that carry blood away from the heart are called **arteries** (R-tur-ees). The vessels that carry blood back to the heart are called **veins** (vaynes). **Capillaries** (CAP-a-lare-ees) are the smallest blood vessels.

But wait! Heart muscle needs oxygen and nutrients just like the rest of you. The heart gets blood from the coronary arteries. After the left ventricle contracts, the aorta is filled with blood. Most of the blood continues on its way to your body, but some of it washes back toward the heart when the left ventricle relaxes. The openings to the coronary arteries are located just outside the aortic valve. They fill with blood at the end of each pumping cycle.

Adults have about **60,000 miles** of blood vessels that wind their way through the body. That's enough to circle the Earth more than twice!



What the What?? Both the atria and ventricles are pumping at roughly the same time. An adult heart pumps about 5 quarts of blood every minute.



Oxygen-poor blood enters the heart through the right atrium. The atrium fills with this blood and then pumps it into the right ventricle.

The left ventricle, the biggest and strongest chamber of the heart, contracts and pumps blood into the body.

The blood flows back to the left atrium, which fills up with this oxygen-rich blood and pumps it into the left ventricle.

The right ventricle pumps the blood to the lungs.

The blood gets a "refill" of oxygen in the lungs.

Pulmonary and systemic circulation of blood.

9 KEEP IT SIMPLE
ONE GOOD PUMP DESCRIBES ANOTHER

FROM HERE TO THERE

You have a complex web of blood vessels that carry blood and nutrients to every cell in your body. The largest blood vessel, the aorta, is about 1½ inches wide as it leaves the heart. The smallest are the capillaries, which are only slightly bigger than a red blood cell (see Chapter X).

TAKING THE JOURNEY

Blood vessels are the largest when they are close to the heart and smallest when they are farther away. Small arteries are called arterioles, and small veins are called venules. Oxygen and nutrients are exchanged in an

area known as the capillary bed. This is a wide band of capillaries that join arterioles and venules in your organs and tissues. Small arteries and small veins join through the capillaries.

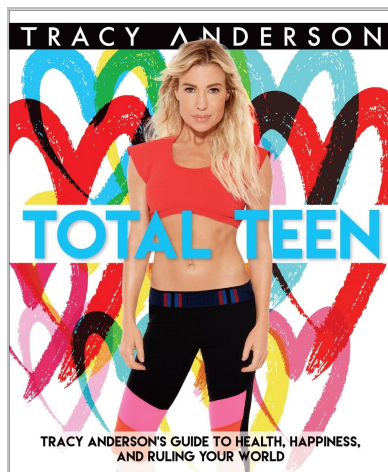
YOUR PULSE

As blood rushes through your arteries, the arteries expand and contract in response to the force generated by your heart. This creates a **pulse** (see page 16) that can be felt in arteries that lie close to the skin.

The walls of arteries and veins contain a type of connective tissue called elastin, which allows them to expand and contract as blood passes through.

Veins have one more trick up their sleeve. Because venous blood moves less forcefully than arterial blood, there's a chance the blood could "back up" on the return trip to the heart. To compensate for this, veins are equipped with valves that keep the blood from going in the wrong direction. Also, as muscles contract and relax, they help "squeeze" venous blood toward the heart.




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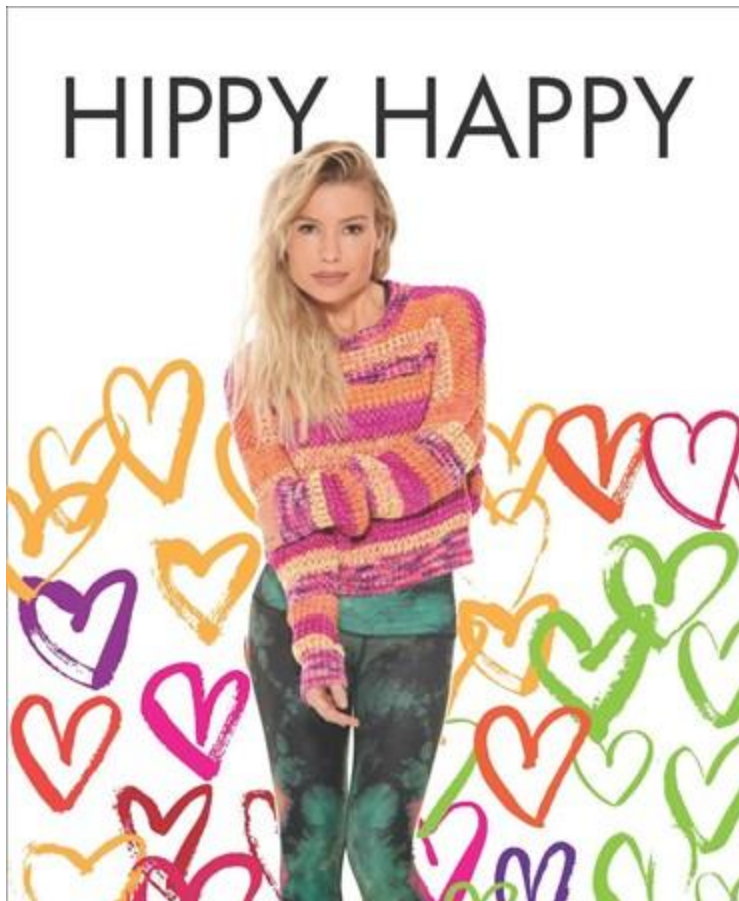
Tracy Anderson's *Total Teen* combines her signature strength and cardio workouts, simple recipes, and motivational stories to inspire health and well-being in girls. Tracy's program is the culmination of 17 years of experience getting her A-list clients ready for the red carpet. With her first book for young adults, she prepares teen and preteen girls for something even more glamorous: developing into a happy, healthy adult. This eagerly anticipated title is a safe, effective, body-positive approach to fitness for girls.

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- National author publicity: Target top morning talk shows
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- Select author appearances in New York City and Los Angeles
- Mailing to YALSA leaders and publications
- Review copy mailing to teen library journals
- Featured title at BEA



ARMS SWIPE LOW V TO HIGH V

ARMS

- 1 Lean slightly forward with knees bent, and pulse straight arms back by hips in a low V position with palms facing down.
- 2 Stand neutral and bring arms in front of hips, palms facing each other and almost touching.
- 3 Slightly arch back and pulse straight arms up in a high V position with palms facing front.

[HIPPY HAPPY] 3

LEGS

PLANK WITH SMALL OPPOSITE KNEE LIFT SIDE TO ARABESQUE

- 1 Plank working leg and keep nonworking shin down.
- 2 Lift nonworking leg side to a small turned out attitude position.
- 3 Kneel onto nonworking leg.
- 4 Lift working leg to attitude back.
- 5 Extend to arabesque.

LEGS

COUPÉ SWING IN, REACH OPEN DIAGONAL

- 1 Start kneeling on nonworking knee, nonworking elbow, and Working hand. Working leg coupé swing in behind nonworking knee.
- 2 Lift up to attitude back.
- 3 Extend to open diagonal.

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