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!

Gail Gonzales, VP, PUBLISHER
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
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.

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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

...
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.

Pops wakes me up anyway.

We have a lot to do.

I am thankful Pops lives with us.

Today is Thanksgiving!

First, we help Mom make pies.

Pops chops apples.

I peel sweet potatoes.

Sweet potato pie is my favorite.
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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.

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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

DEEP IN THE WOODS IS A SPECIAL PLACE THAT MOVES JUST A LITTLE SLOWER THAN THE REST OF THE FOREST.
The first installment of an action-packed graphic novel series that teaches important life and character-building skills through the principles of martial arts

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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
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

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PASTA

Allaahhih PASTAI

Oh, better yet FRESH pasta, vs pasta all’uovo (egg noodles).

There’s nothing quite like it. I have hosted hundreds of classes
around the world but every single time I take out the pasta machine,
I have to think of my mom, la Pina.

My mom is a real pastaista—that’s the dialect word
they use in Fenta to describe a person who can
make a mean pasta!

How come something with only 2 ingredients, eggs
and flour, can be so delicious AND be made in so
many different forms?

All I know is that there’s nothing like fresh pasta.
Learn how to make it right and you are set for a
lifetime of delicious meals. You’ll be the friend everybody
wants to go out to dinner with.
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
A body-positive health and fitness guide made just for girls, from one of the most trusted and admired names in fitness

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.

Tracy Anderson’s achievements as a multi-platform fitness and wellness pioneer make her one of the world’s most renowned experts in the health and fitness industry. Best known for her Tracy Anderson Method, her devotees include Gwyneth Paltrow, Jennifer Lopez, and even Miss Piggy. With five studio locations, more than 170 DVDs, and 60,000-plus copies sold of her adult title, Tracy Anderson’s 30-Day Method, she has transformed the bodies of thousands of people across the globe.

In addition to being one of the biggest names in fitness, Tracy is a mother, making her keenly aware of how important it is for young girls to get on a healthy, happy path (both physically and mentally) as early as possible.
MARKETING
- National author publicity: Target top morning talk shows
- National print features and reviews: Target top health, lifestyle, entertainment and teen publications
- Online publicity and promotions: Target health, lifestyle, entertainment and teen sites
- 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

HIPPY HAPPY

ARMS SWIPE LOW V TO HIGH V
1. Lean slightly forward with knees bent, and pulse straight arms back to hips. Lower to a low V position with palms facing down.
2. Stand neutral and bring arms to 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.

PLANK WITH SMALL OPPOSITE KNEE LIFT SIDE TO ARABESQUE
1. Plank working leg and keep nonworking shin down.
2. Lift nonworking leg in a small turned out attitude position.
4. Lift working leg to attitude back.
5. Return to arabesque.

COUPÉ SWING IN, REACH OPEN DIAGONAL
2. Lift up to attitude back.
3. Extend to open diagonal.
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Cover art by Anni Betts (Breathe Like a Bear)

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For more information about Rodale and the books we publish for adults, please visit RodaleWellness.com.