

RODALE KIDS

SPRING 2018








Dear Friends,

Things are continuing to blossom at Rodale Kids and we couldn't be more excited for our spring 2018 list. This new crop of titles will further empower kids to achieve health, happiness, and appreciation for the world around them. For our third season, we're continuing series that we've already established as well as introducing brand-new books and characters that will delight curious young minds.

Happy, healthy reading!

Yours,

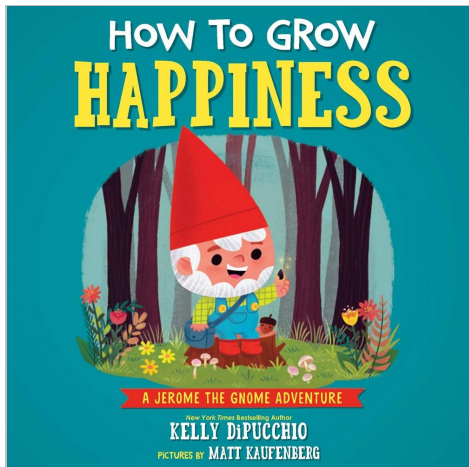
Jennifer Levesque
VP, Editorial Director
Rodale Books

P.S. Follow us on    @RodaleKids, and visit rodalekids.com for updates and to sign up for our newsletter.

KELLY DIPUCCHIO; ILLUSTRATED BY MATT KAUFENBERG

How to Grow Happiness

A Jerome the Gnome Adventure

**MAY**

Rodale Kids

Juvenile Fiction / Fantasy & Magic

On Sale 5/8/2018

Ages 4 to 6, Grades P to 1

Hardcover, 32 pages

10.4 in H | 10.3 in W | 0.3 in T | 1 lb Wt

Carton Quantity: 34

ISBN: 9781635651409

\$17.99 / \$23.50 Can.

Welcome to the Garden of Wonder, a botanical wonderland where curiosity flourishes along with the flora and fauna.

Jerome the Gnome takes readers on whimsical adventures through his garden, celebrating discovery and sowing the imagination as he introduces such topics as science, environmental awareness, and agriculture.

In *How to Grow Happiness*, Jerome and his fellow Garden of Wonder dwellers—including Oakie, his pet acorn, Nutilda, a hyperactive squirrel, and Warble, a fast-talking bird—learn what it takes to make a happiness seed blossom. Through patience, asking for and receiving guidance, and team work, Jerome and his friends take the little black seed left on the window sill, and find ways to help it grow into its own, and they soon find that as it flourishes, so too does their own happiness.

Kelly DiPucchio is the award-winning author of several children's books, including New York Times bestseller, *GRACE FOR PRESIDENT*, and *THE SANDWICH SWAP*, a book co-authored for Her Majesty Queen Rania Al Abdullah of Jordan, which President Bill Clinton called "a delightful story." Kelly has been a featured author/speaker at numerous schools, public libraries, universities, and conferences. Visit www.kellydipucchio.com.

Matt Kaufenberg is a freelance illustrator who has worked with companies such as Target, Nickelodeon, American Greetings, and more. He lives in Alexandria, Minnesota, with his wife and their three kids. To learn more about his work, visit www.mattkstudios.com.

MARKETING

- National print features and reviews
- Online publicity and promotions
- National Independent Bookseller Outreach
- Outreach to STEM educators, librarians and organizations
- Promotion via Rodale's social media

Warble flew through the Garden of Wonder into Jerome's open window.
"I brought you something special today," she chirped.



Jerome examined the tiny black seed resting on the window ledge.
"What kind of seed is that?" asked the curious inventor.
Warble smiled proudly. "It's a seed of happiness!" she declared.



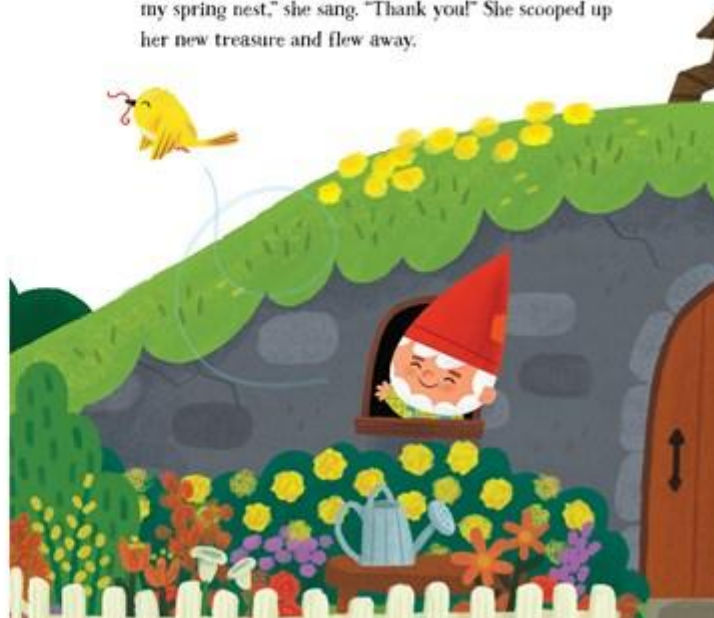
Jerome, being a collector of treasures and trinkets, was very interested.

He reached for a glass jar on the shelf and emptied the contents into his hand.



"I will trade you this bit of red yarn for that seed," he said to his small friend.

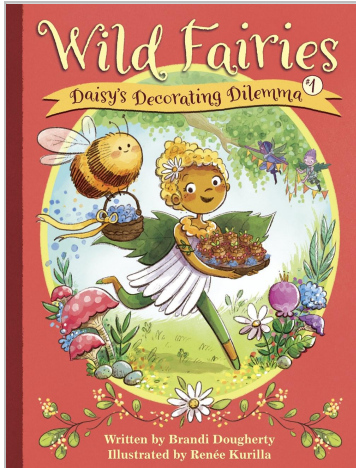
Warble looked pleased. "That yarn will be perfect for my spring nest," she sang. "Thank you!" She scooped up her new treasure and flew away.



BRANDI DOUGHERTY; ILLUSTRATED BY RENEE KURILLA

Wild Fairies #1: Daisy's Decorating Dilemma

Wild Fairies #1



MAY

Rodale Kids

Juvenile Fiction / Fantasy & Magic

On Sale 5/8/2018

Ages 6 to 9, Grades 1 to 4

Hardcover, 96 pages

8.6 in H | 6.6 in W | 0.5 in T | 0.9 lb Wt

Carton Quantity: 38

ISBN: 9781635651324

\$10.99 / \$14.50 Can.

Also available



Wild Fairies #2: Lily's Water Woes

9781635651355

\$10.99/\$14.50 Can.

Prepare your wings and listen closely: the wild fairies are now in bloom and popping up in a forest near you!

Spring is in the air in Sugar Oak! Green buds grow on the trees, the temperature's warm, and all of the fairies' animal friends have come out play. But before the fairies can smell the flowers and soak in the sun, they must plan the biggest party of the year—the Blossom Bash! Normally, Daisy would LOVE leading her fairy friends, but when each of the fairies has a different vision for the bash's decorations, she's left stumped. Daisy has a difficult decision to make, and with first bloom right around the corner, she better decide fast.

Infused with ecology and botany, the wild fairies' whimsical adventures will inspire in kids a sense of wonder and curiosity for nature, as well as inform them about the wildflowers and critters behind the fairies through young-reader friendly nonfiction back matter.

Brandi Dougherty is the author of the *New York Times* best-selling picture book *The Littlest Pilgrim* along with six other Littlest tales. She's also written three middle grade novels, a Pixar picture book, and four books in Giada de Laurentiis's Recipe for Adventure series. She lives in Los Angeles where she wrangles two adorable kids and one crazy dog with her husband, Joe. Visit www.brandidougherty.com.

Renée Kurilla has illustrated many books for kids, including *Orangutanka*, by Margarita Engle and *The Pickwicks' Picnic*, by Carol Brendler. She lives in the woods just south of Boston; the perfect place to search for wild fairies!

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- Outreach to educators and librarians
- Featured title at SCIBA, BEA, ALA Annual
- Promotion via Rodale's social media



Chapter 1



Daisy breathed in deep through her nose. Her wings fluttered in the soft breeze.

"Do you smell that?" she asked the other wild fairies as they hovered nearby. "Spring is in the air!" Daisy's blond curls bounced with her excitement. Her friend and sidekick, Bumble, whizzed in a circle around her. He was excited, too.

Spring was definitely in the air in Sugar Oak, the

fairies' grand oak tree home. Tiny buds of green were starting to appear at the ends of the old oak's branches. Birds were returning from their winter homes. They sang sweet songs to the fairies.

The wild fairies and their animal friends were very busy. It was time for the festival to celebrate the first bloom of spring. Blossom Bash was the biggest party of the year. This year it was the fairies' turn to host the

were completed in time. Daisy was a natural leader. And she loved helping her friends.

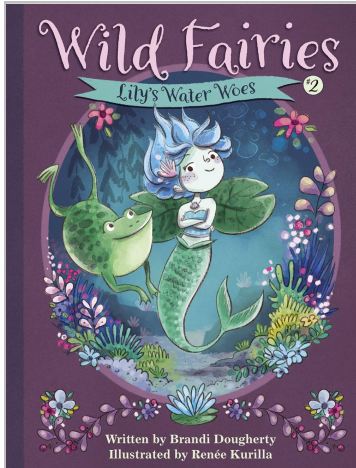
Poppy zoomed past Daisy and the other fairies. The red blooms of her dress flapped up and down as she flew by. Spot, Poppy's ladybug friend, beat her speckled wings, trying to keep up.



BRANDI DOUGHERTY; ILLUSTRATED BY RENEE KURILLA

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**MAY**

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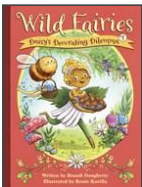
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Prepare your wings and listen closely: the wild fairies are now in bloom and popping up in a forest near you!

Lily's Water Woes follows wild fairy (and mermaid) Lily, who is feeling left out. While her fairy friends get to travel to beautiful beaches and lush forests, Lily is always stuck at home, unable to be away from the water for very long. Her froggy pal, Splash, tries his best to cheer her up, but Lily still wishes she could stay out late and play like the other fairies. Wanting to help their friend, the fairies come together to build an awesome surprise for Lily that just might make it easier for her to travel beyond her small pond.

Infused with ecology and botany, the wild fairies' whimsical adventures will inspire in kids a sense of wonder and curiosity for nature, as well as inform them about the wildflowers and critters behind the fairies through young-reader friendly nonfiction back matter.

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Chapter 2



The next morning, Lily and Splash played a game at the pond.

“Your turn, Splash!” Lily shouted. Splash pushed out of the pond and blew a huge bubble. Then he nudged it away with his nose. They watched the giant bubble float through the air and then skim across the water toward Lily. She swam toward it and poked the bubble with her finger. It popped right in her face. They laughed.

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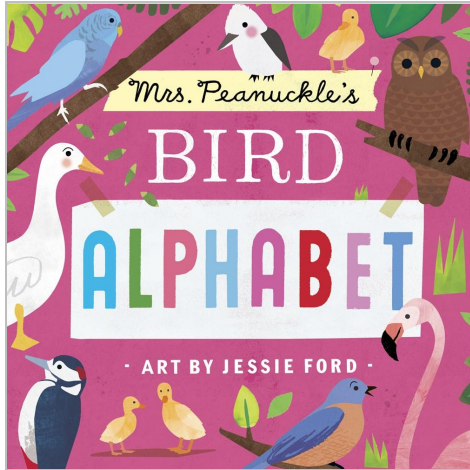


“Okay, my turn,” Lily said as she started to blow her own bubble. But Splash hopped up beside her and got comfortable on a lily pad. He let out a breath. Lily pushed her elbows up onto the lily pad and rested her chin in her hand. “You’re bored, aren’t you?”

Splash nodded his head. Lily also blew out a breath, making her aqua-blue hair puff away from her face. “I’m bored, too.” She looked to the shore. The pebbly beach was empty. Next to the water sat Lily’s cozy cottage. But it

MRS. PEANUCKLE; ILLUSTRATED BY JESSIE FORD

Mrs. Peanuckle's Bird Alphabet



MAY

Rodale Kids

Juvenile Nonfiction / Concepts / Alphabet

On Sale 5/8/2018

Ages 3 And Under, Grades P And Under

Board Book , 24 pages

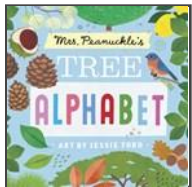
6.9 in H | 6.9 in W | 0.6 in T | 0.8 lb Wt

Carton Quantity: 36

ISBN: 9781623369378

\$7.99 / \$10.50 Can.

Also available



Mrs. Peanuckle's Tree Alphabet

9781623369439

\$7.99/\$10.50 Can.

Mrs. Peanuckle's Bug Alphabet

9781623369392

\$7.99/\$8.99 Can.

Mrs. Peanuckle's Flower Alphabet

9781623369415

\$7.99/\$8.99 Can.

Mrs. Peanuckle takes to the skies and shares all about her favorite birds in her latest tour of the ABCs

Bright colors and energetic illustrations pop off the pages of the Mrs. Peanuckle's Alphabet series, which invites our youngest readers to discover the vegetables and fruits (Fall 2017) and the flowers and bugs (Winter 2018) of the natural world.

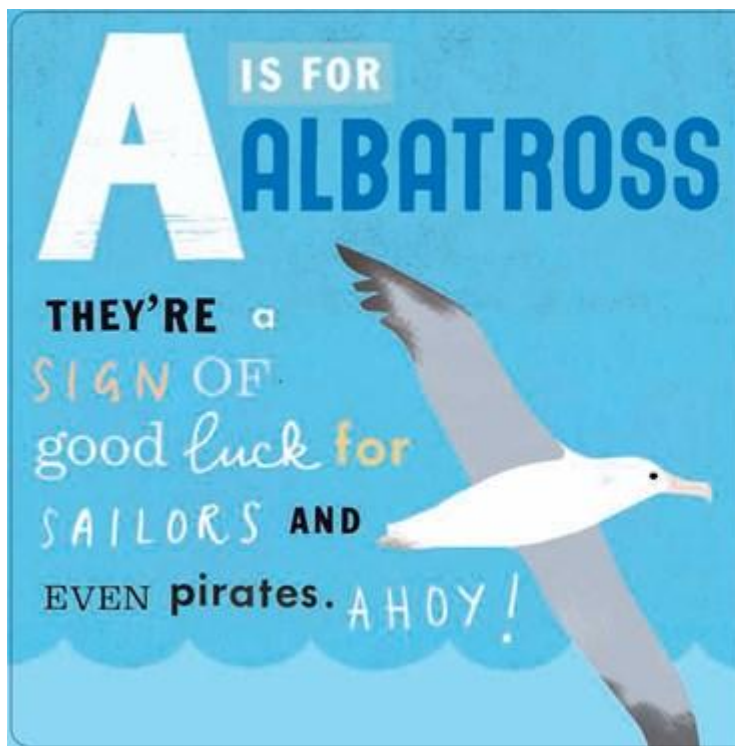
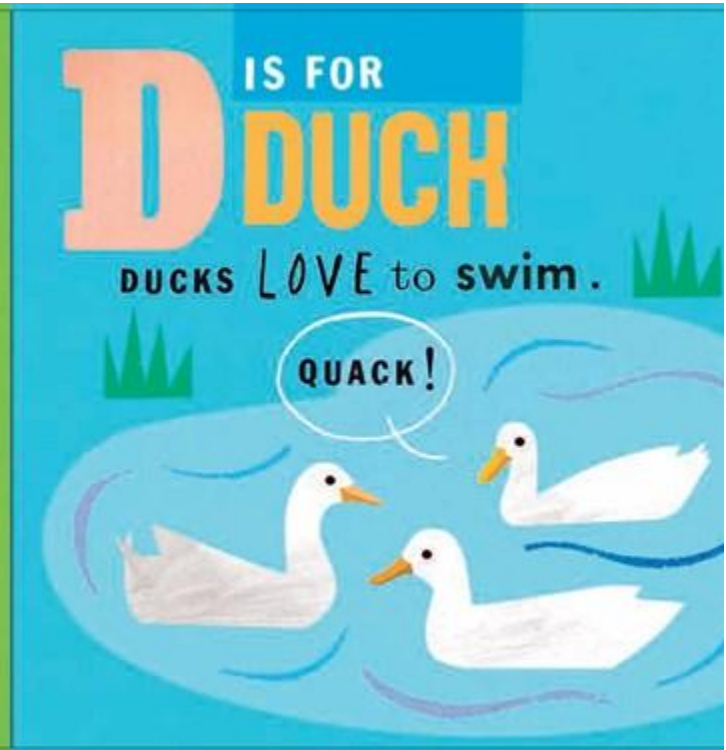
From the albatross to the zebra finch, Mrs. Peanuckle pulls out her binoculars and introduces toddlers to 26 species of birds from all around the globe. Described by a single interesting fact or defining characteristic, each bird proves to be as unique and surprising as the one before. Ever wonder why flamingoes are pink? It's all those shrimp they eat. Are there birds that can fly backward? Yes, but hummingbirds are the only ones! With bold, colorful pages, strong graphic art, and exciting design, these birds are certain to be remembered.

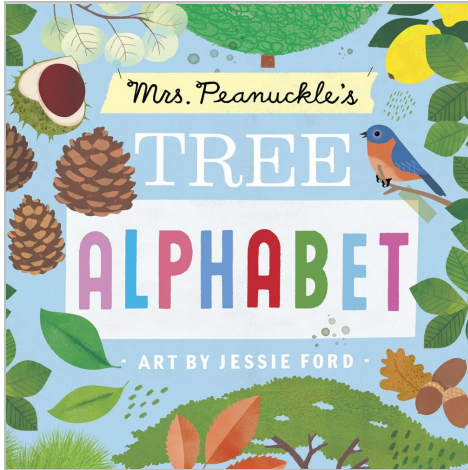
MRS. PEANUCKLE loves to write, talk to animals and birds, and putter in her garden. She has a vast assortment of children and grandchildren (some of them pets and some of them imaginary). When she is not traveling and exploring the universe, you can find her cooking and eating while singing in her magical cabin in the woods.

JESSIE FORD's graphic shapes, bold color palette, hand-drawn typography, and textured layers create a handmade effect that has been commissioned by clients such as Abrams, Volkswagen, Samsonite, Unilever, and Westin Hotels. She lives near the sea in Brighton with her boyfriend, Emile, and their giant ginger cat, Hal. Visit www.sugarsnapstudio.co.uk.

MARKETING

- National print features and reviews targeting parenting publications and top daily newspapers
- Featured title at key educational conferences
- National Independent Bookseller Outreach
- Outreach to educators and librarians
- Activity/ learning guide for day-care centers, preschools and playgroups
- Promotion via Rodale's social media



MRS. PEANUCKLE; ILLUSTRATED BY JESSIE FORD**Mrs. Peanuckle's Tree Alphabet****MAY**

Rodale Kids

Juvenile Nonfiction / Concepts / Alphabet

On Sale 5/8/2018

Ages 3 And Under, Grades P And Under

Hardcover , 24 pages

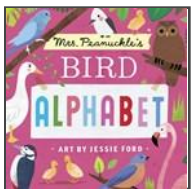
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Mrs. Peanuckle's Flower Alphabet

9781623369415

\$7.99/\$8.99 Can.

What better time than spring for Mrs. Peanuckle to introduce fledgling letter learners to the ABCs through flowers and trees!

Whether they're short or tall, pruny or smooth, full of berries or flowers or nuts, the 26 types of trees in this alphabet primer are sure to delight and surprise the youngest of readers (and their parents). After all, trees do more for us than sway in the wind. Did you know incense Cedars are perfect for making pencils? (So we can practice writing our ABCs.) Or that Katsura trees are great for climbing? (So we can discover more about trees!)

With playful text, bright illustrations, and pages as strong as an oak, Mrs. Peanuckle's Tree Alphabet will engage toddlers and take them on an alphabet adventure through the natural world.

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). 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.

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COURTNEY CARBONE; ILLUSTRATED BY KATYA LONGHI

Big Red and the Terrible Tomato Hornworms

Bloomers Island

**MAY**

Rodale Kids

Juvenile Fiction / Nature & The Natural World /
Environment

On Sale 5/15/2018

Ages 4 to 8, Grades P to 3

Trade Paperback, 32 pages

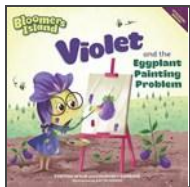
8 in H | 8 in W | 0.8 lb Wt

Carton Quantity: 136

ISBN: 9781635651102

\$4.99 / \$6.50 Can.

Also available

**Violet and the Eggplant Painting Problem**

9781635651126

\$4.99/\$6.50 Can.

Pete Moss and the Super Strong Spinach

9781635650525

\$4.99/\$5.99 Can.

Rosey Posey and the Perfectly Pink Radish

9781635650549

\$4.99/\$5.99 Can.

Professor Sage is holding a contest between the young Bloomers! where each must choose their favorite vegetable to grow and care for, and Big Red knows exactly what he wants to grow: tomatoes! After all, they are the main ingredient in some of his favorite foods: spaghetti, ketchup, and pizza. But as he starts planting, he discovers that he'll have to battle hornworms to keep his tomatoes healthy and safe.

Rodale's Bloomers picture books take young readers and listeners to Bloomers Island to experience the world of plants, flowers, and gardens. Through the lively stories and lush illustrations, a child need only to grab a book from her shelf or from his nightstand to step into the Bloomers world whenever she or he wishes.

Courtney Carbone studied English and Creative Writing in the US and Australia before becoming a children's book writer and editor in New York City. Her favorite things include Brit Lit, trivia nights, board games, stand-up comedy, improv, bookstores, libraries, brick-oven pizza, salted-caramel macarons, theme parties, sharks, puns, portmanteaus, and '90s pop culture. Visit www.CourtneyCarbone.com and follow @CBCarbone.

Katya Longhi is a freelance children's illustrator who has worked for publishers throughout Italy, Australia, the United States, France, and Brazil. She lives in Modica, Italy, with her husband.

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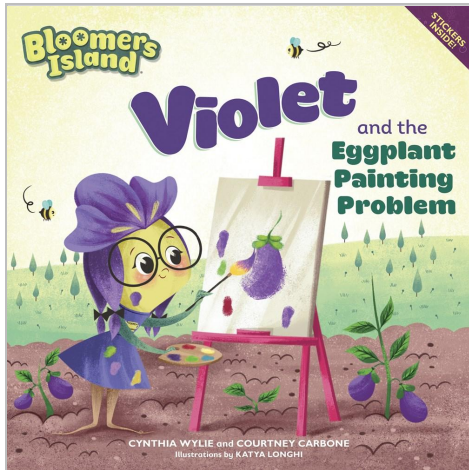
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Professor Sage is holding a contest between the young Bloomers! where each must choose their favorite vegetable to grow and care for. Violet loves purple, so of course she chooses to grow eggplants, and decides to make paintings of them to track their progress. But she runs into a problem—there's no more purple paint! But she quickly learns that she can gather blackberries to make her own purple paint, and she ends up being able to paint her vegetables after all.

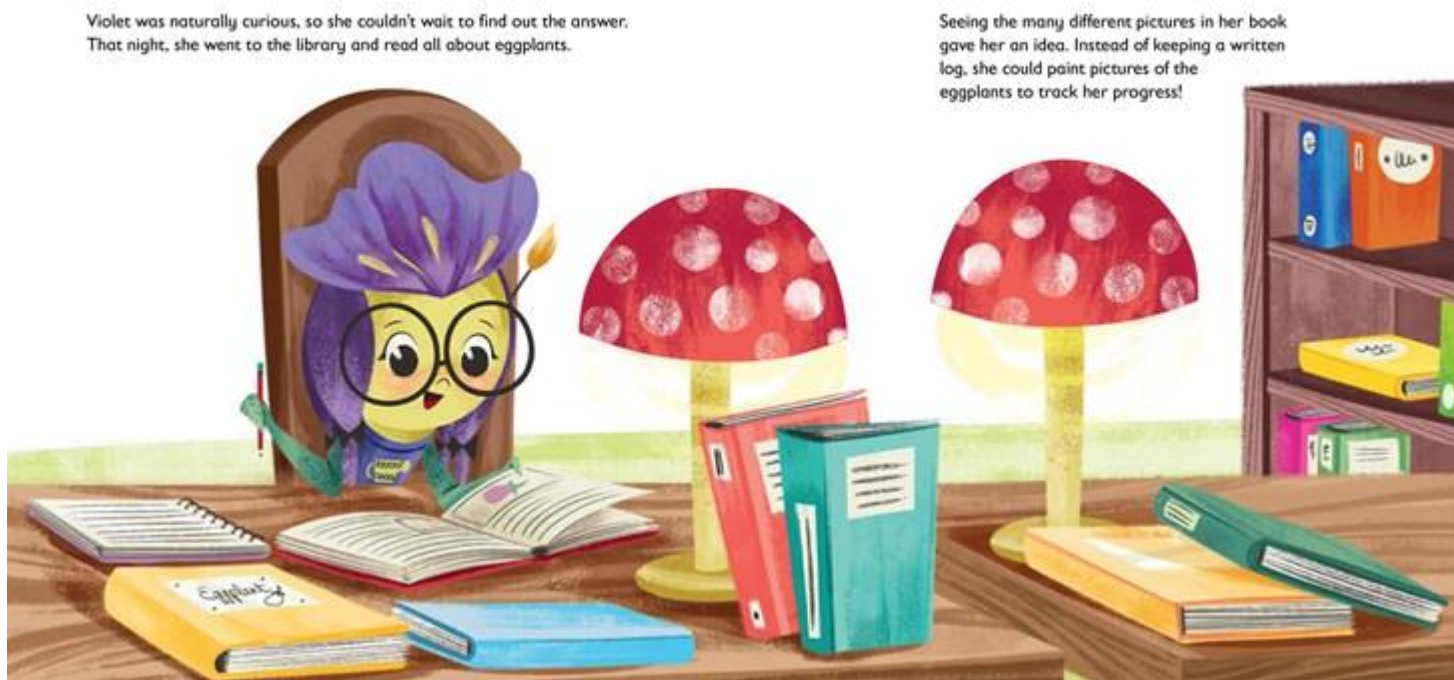
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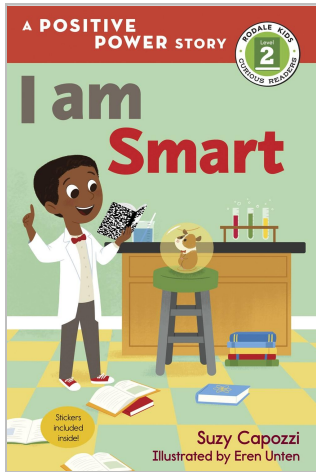
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SUZY CAPOZZI; ILLUSTRATED BY EREN UNTEN

I Am Smart**A Positive Power Story****MAY****Rodale Kids****Juvenile Fiction / Readers / Beginner****On Sale 5/22/2018**

Ages 4 to 6, Grades P to 1

Trade Paperback, 32 pages

9 in H | 6 in W | 0.8 lb Wt

Carton Quantity: 124

ISBN: 9781623369576

\$4.99 / \$6.50 Can.

Also available**I Am Helpful**

9781623369606

\$4.99/\$6.50 Can.

I Am Strong

9781623369514

\$4.99/\$5.99 Can.

I Am Brave

9781623369545

\$4.99/\$5.99 Can.

A powerful, simple story about what it really means to be smart

When his teacher announces that there will be a science fair in a few weeks, the young boy in *I Am Smart* is worried. He doesn't like science. Science is hard! But when his mom tells him to "look for the science in your life," he knows just what his project will be! By doing research, asking his friends for help, and not giving up, the boy learns that science can be really fun. Now that's smart!

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.

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.

Eren Unten is a children's book illustrator from Los Angeles who loves telling stories through pictures. She has illustrated several Little Golden Books for Nickelodeon Studios. When she's not drawing or painting, she enjoys going on adventures with her family. Visit erenunten.com.

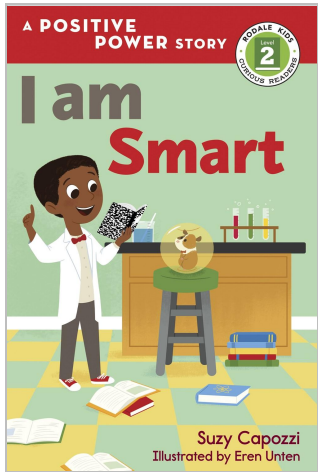
MARKETING

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- **National Independent Bookseller Outreach**
- **Outreach to educators and librarians**
- **Outreach to school counselors, child psychologists, social workers, and agencies**
- **Outreach to organizations and blogs promoting diverse books**
- **Promotion via Rodale's social media**

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I Am Smart

A Positive Power Story



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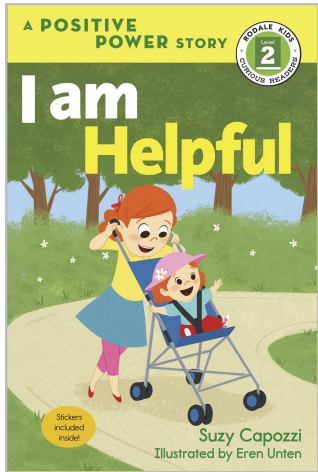
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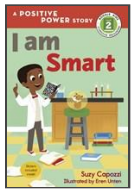
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9781623369514

\$4.99/\$5.99 Can.

I Am Brave

9781623369545

\$4.99/\$5.99 Can.

A fun and encouraging early reader about lending a helpful hand

The little girl in *I Am Helpful* thought that having a baby sister would be fun. But with a different daily routine at home, and her parents constantly distracted by the family's newest member, the little girl has a lot to adjust to. However, by helping her parents, and taking on special jobs, she learns that being a big sister comes with big rewards (though a little spit-up too). Through simple text and joyful illustrations, this final title in the Positive Power series inspires kids to help others while giving them the confidence they need to transform from little to BIG readers.

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.

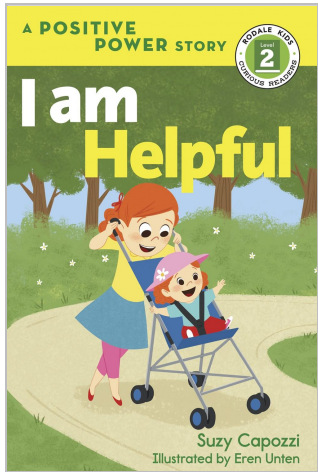
Suzy Capozzi is a children's book editor and writer. She has worked on titles for the Random House early reader program in addition to numerous other beginner and leveled readers. She lives in New York's Hudson Valley.

Eren Unten is a children's book illustrator from Los Angeles who loves telling stories through pictures. She has illustrated several Little Golden Books for Nickelodeon Studios. When she's not drawing or painting, she enjoys going on adventures with her family. Visit erenunten.com.

MARKETING

- **National print features and reviews targeting parenting publications and top daily newspapers**
- **Online publicity and promotions targeting parenting blogs and sites**
- **National Independent Bookseller Outreach**
- **Outreach to educators and librarians**
- **Outreach to school counselors, child psychologists, social workers, and agencies**
- **Outreach to organizations and blogs promoting diverse books**
- **Promotion via Rodale's social media**

SUZY CAPOZZI; ILLUSTRATED BY EREN UNTEN

I Am Helpful**A Positive Power Story****MAY****Rodale Kids****Juvenile Fiction / Readers / Beginner****On Sale 5/22/2018**

Ages 4 to 6, Grades P to 1

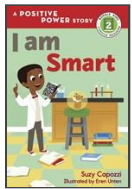
Hardcover, 32 pages

9 in H | 6 in W | 1.3 lb Wt

Carton Quantity: 60

ISBN: 9781623369620

\$13.99 / \$18.50 Can.

Also available**I Am Smart**

9781623369590

\$13.99/\$18.50 Can.

I Am Strong

9781623369538

\$13.99/\$15.99 Can.

I Am Brave

9781623369569

\$13.99/\$15.99 Can.

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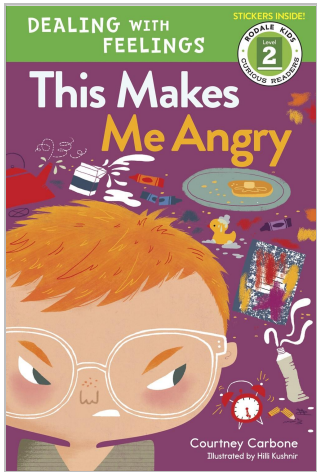
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COURTNEY CARBONE; ILLUSTRATED BY HILLI KUSHNIR

This Makes Me Angry

Dealing with Feelings

**JUNE**

Rodale Kids

Juvenile Fiction / Readers / Beginner

On Sale 6/12/2018

Ages 4 to 6, Grades P to 1

Trade Paperback, 32 pages

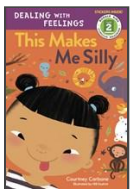
9 in H | 6 in W | 0.8 lb Wt

Carton Quantity: 124

ISBN: 9781635650716

\$4.99 / \$6.50 Can.

Also available

**This Makes Me Silly**

9781635650747

\$4.99/\$6.50 Can.

This Makes Me Happy

9781635650389

\$4.99/\$5.99 Can.

This Makes Me Sad

9781635650402

\$4.99/\$5.99 Can.

The Dealing with Feelings series continues with a story about feeling mad—*without* being bad

In *This Makes Me Angry*, a young boy is *not* having a good day. And between the sopping wet towels in the bathroom and his homework that's been colored all over in crayon, he knows just who to blame: his little brother, Jack. The boy's day only gets worse when he leaves Jack and goes to school. Thankfully, his principal knows exactly what will help. By drawing events of the day, the boy is able to slow down and reflect on what made him mad--so that when he returns home, his messy, crayon-covered little brother no longer seems so bad.

The Dealing with Feelings series of early readers are designed to give voice to what's brewing inside. Through short, simple text and repetitive observational phrases, the child will learn to name their emotions as they also learn to read.

Courtney Carbone studied English and creative writing in the US and Australia before becoming a writer and editor in New York City. Her favorite things include board games, stand-up comedy, bookstores, and brick-oven pizza. Visit www.CourtneyCarbone.com and follow @CBCarbone.

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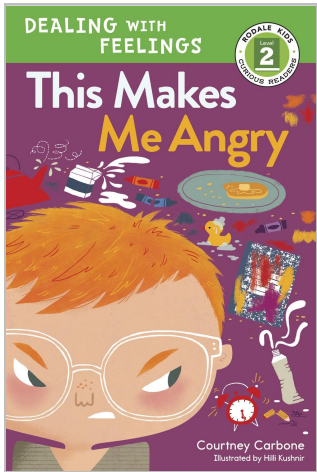
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Dealing with Feelings



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On Sale 6/12/2018

Ages 4 to 6, Grades P to 1

Hardcover, 32 pages

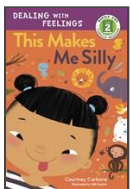
9 in H | 6 in W | 1.3 lb Wt

Carton Quantity: 60

ISBN: 9781635650723

\$13.99 / \$18.50 Can.

Also available



This Makes Me Silly

9781635650754

\$13.99/\$18.50 Can.

This Makes Me Happy

9781635650570

\$13.99/\$15.99 Can.

This Makes Me Sad

9781635650587

\$13.99/\$15.99 Can.

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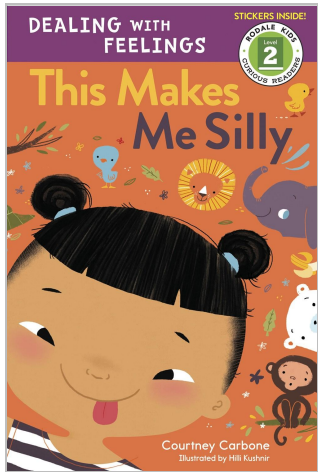
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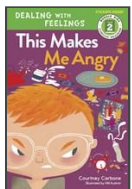
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In *This Makes Me Silly*, a little girl and her brother go with their family to the zoo, only to find that they can't stop laughing! Between making funny monkey faces and stretching their arms for elephant trucks, it's no wonder they snort out their milk at lunch. The little girl doesn't see any harm in her silliness at first, but when she scares an animal by shouting and banging on the glass, she learns that there's a time and place to be silly (like at the zoo playground), and a time and place to be calm (when animals are sleeping).

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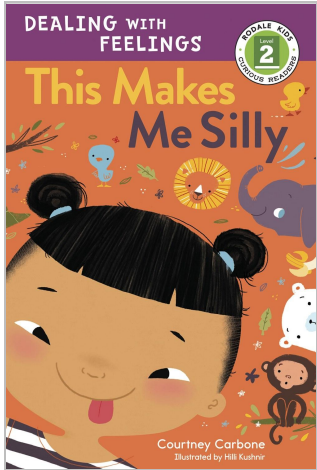
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ISBN: 9781635650754

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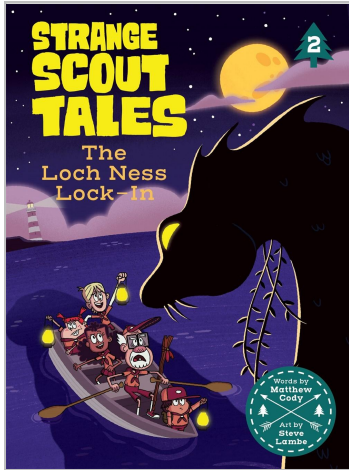
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- **Outreach to organizations and blogs promoting diverse books**
- **Promotion via Rodale's social media**

MATTHEW CODY; ILLUSTRATED BY STEVE LAMBE

The Loch Ness Lock-in

Strange Scout Tales #2



AUGUST

Rodale Kids

Juvenile Fiction / Action & Adventure / Survival Stories

On Sale 8/21/2018

Ages 7 to 10, Grades 2 to 5

Hardcover, 128 pages

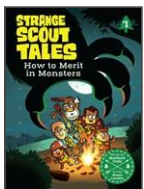
7.3 in H | 5.5 in W | 1.3 lb Wt

Carton Quantity: 40

ISBN: 9781635650600

\$12.99 / \$16.99 Can.

Also available



How to Merit in Monsters

9781635650594

\$12.99/\$14.99 Can.

An adventure-filled chapter book series about a ragtag scout troop tasked with protecting the nation's most endangered monsters

Troop Danger has come a long way from their Troop Dweeb days, but nothing can prepare them for what's next: The Strange Scouts Annual Loch Ness Lock-In!

Once a year, Strange Scout troops from around the world are invited to the International Chapter House Headquarters, an old lighthouse on the shore of the infamous Loch Ness. But when Bessie fails to show up for her annual late-night visit, evidence points to a dastardly plot to kidnap the ancient lake monster and frame Troop D! Can the Strange Scouts' newest troop rescue, Bessie, clear their names and help them earn their badges before it's too late?

Matthew Cody is the author of several popular books, including the Supers of Noble's Green trilogy: *Powerless*, *Super*, and *Villainous*. He is also the author of *Will in Scarlet* and *The Dead Gentleman*, as well as the first book in the Secrets of the Pied Piper series, *The Peddler's Road*. Originally from the Midwest, he now lives with his wife and son in Manhattan. Visit matthewcody.com and follow @matthew_cody.

Steve Lambe is an illustrator and animator of several books and TV shows for kids, including a variety of Nickelodeon's Little Golden Books and character design for shows such as *The Fairly OddParents*, *Teen Titans Go!*, and *The Mighty B!*. Visit www.lambebeardo.tumblr.com.

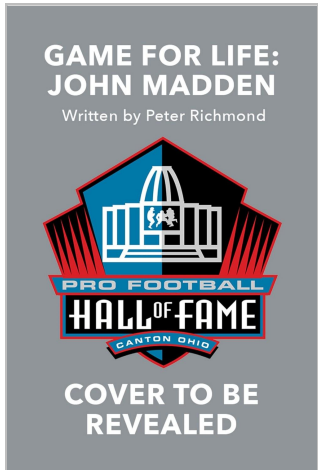
MARKETING

- **National print features and reviews**
- **Online publicity and promotions targeting middle grade publications and sites**
- **National Independent Bookseller Outreach**
- **Outreach to educators and librarians**
- **Outreach to Boy and Girl Scouts and Boys and Girls clubs leaders and publications**
- **Promotion via Rodale's social media**
- **Promotion via author's social media**
- **Promotion via author's website: www.matthewcody.com**

PETER RICHMOND

John Madden

John Madden



JULY

Rodale Kids

Juvenile Nonfiction / Biography & Autobiography / Sports & Recreation

On Sale 7/30/2019

Ages 8 And Up

Hardcover with dust jacket , 144 pages

8.3 in H | 5.5 in W

Carton Quantity: 0

ISBN: 9781635652468

\$9.99 / \$12.99 Can.

Also available



Michael Strahan

9781635652499

\$9.99/\$12.99 Can.

Troy Aikman

9781635652529

\$9.99/\$12.99 Can.

First-ever branded children's book partnership with the NFL's Pro Football Hall of Fame, using their name and mark. There are 300 members, ranging from the long retired to currently active. Many have never been the subject of a youth biography. Rodale will have access to the HOF/NFL's resources, which includes their extensive photo archives.

Inspired by the success of the Game for Life exhibit at the Pro Football Hall of Fame, the series delves into the lives of Pro Football Hall of Famers, and examines how they overcame adversity and accomplished tremendous things. Through poverty, racism, education, athletic/physical limitations, injury, being underestimated, etc., each Hall of Famer serves as an example of inspiration and motivation.

John Madden will focus on the iconic coach, broadcaster, and face of the long-running Madden NFL video game series. Madden led the Oakland Raiders to their first Super Bowl win in 1976 against the Minnesota Vikings. After his retirement from coaching, he became a color commentator and analyst for CBS, Fox, ABC, and NBC, winning 14 Sports Emmy Awards for Outstanding Sports Event Analyst.

PETER RICHMOND is the *New York Times* bestselling author of 7 books. His work has appeared in *The New Yorker*, *The New York Times Magazine*, *Rolling Stone*, and more, and in the anthology *The Best American Sports Writing of the Century*. Peter's most recent book, *Always a Catch*, was a YA novel about a high school football player. He lives in Millerton, NY.

The Pro Football Hall of Fame is the hall of fame for professional football in the United States with an emphasis on the National Football League (NFL). Located in Canton, Ohio, it has 310 members in the Hall of Fame.

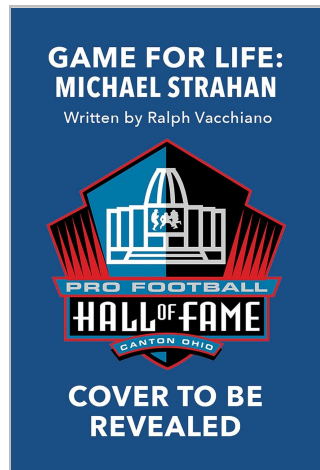
MARKETING

- **Major National publicity**
- **Rodale and NFL/Game for Life Partnership announcement**
- **Multifaceted consumer promotions through NFL properties**
- **Buzz mailings to gym teachers and school football coaches**
- **Independent bookseller promotion: “Make Us Your End Game”**
- **Pitch Madden for speaking spot at BEA, ALA, more**
- **Personality standee/cutout at all major trade shows**
- **Game for Life, Goals for life event kit, inspiring readers to reach their best life game**

RALPH VACCHIANO

Michael Strahan

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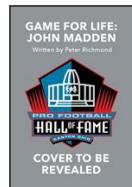
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The second in the series will focus on Michael Strahan, former New York Giants defensive end, 2001 NFL Defensive Player of the Year, and current football analyst and media personality.

Ralph Vacchiano is an award-winning sportswriter who spent 19 years at *The New York Daily News* as the New York Giants beat reporter before moving over to the television side as SNY's NFL insider last year. His previous book, *Eli Manning: The Making of a Quarterback*, covered Eli Manning's rise to NFL greatness. He lives in North Caldwell, NJ.

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CLARENCE HIL, JR.**Troy Aikman****Troy Aikman****JULY****Rodale Kids****Juvenile Nonfiction / Biography & Autobiography / Sports & Recreation****On Sale 7/30/2019**

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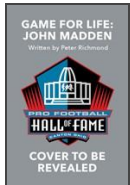
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The third in the series will focus on Troy Aikman, former Dallas Cowboys quarterback, three-time Super Bowl champion, and 1996 NFL Man of the Year.

Clarence Hill, Jr. has spent the past 20 years as the Dallas Cowboys beat reporter for the *Fort Worth Star-Telegram*. A Texas native who now resides in Arlington, he grew up a fan of the team he now covers. Clarence covered the final 4 years of Aikman's playing career.

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For publicity, marketing, library marketing, review copies, and author appearance inquiries, please contact Jason.Wells@rodale.com, 212-808-1763.

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