

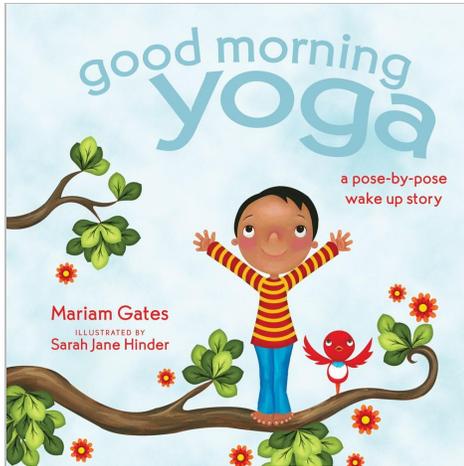


sounds true

WAKING UP THE WORLD



CHILDREN'S BOOKS
FALL 2020

MARIAM GATES**Good Morning Yoga****A Pose-by-Pose Wake Up Story****SEPTEMBER**

Sounds True

Juvenile Fiction / Health & Daily Living

On Sale 9/15/2020

Ages 4 to 6

Board Book , 22 pages

6 in H | 6 in W

Carton Quantity: 60

ISBN: 9781683645733

\$9.99 / \$12.99 Can.

Introduces the youngest readers to simple yoga poses that help them wake up and greet the day

Sounds True's picture book *Good Morning Yoga* is beloved by teachers, parents, and especially young yogis. This board book version brings the story and simple poses to the littlest readers.

Whether they're an explorer crossing bridges, a gentle stream flowing downhill, or a lightning bolt flashing across the sky, children will enjoy the adventure story that also helps them move their bodies and get ready for the day.

The original picture book version of this title has sold 100,000 copies since its release in March 2016.

Mariam Gates has a master's degree in education from Harvard University. Through her bestselling children's picture books and Kid Power Yoga classes, she is a well-known innovator of childhood yoga instruction. Mariam resides in Northern California. Learn more at mariamgates.com.

MARKETING

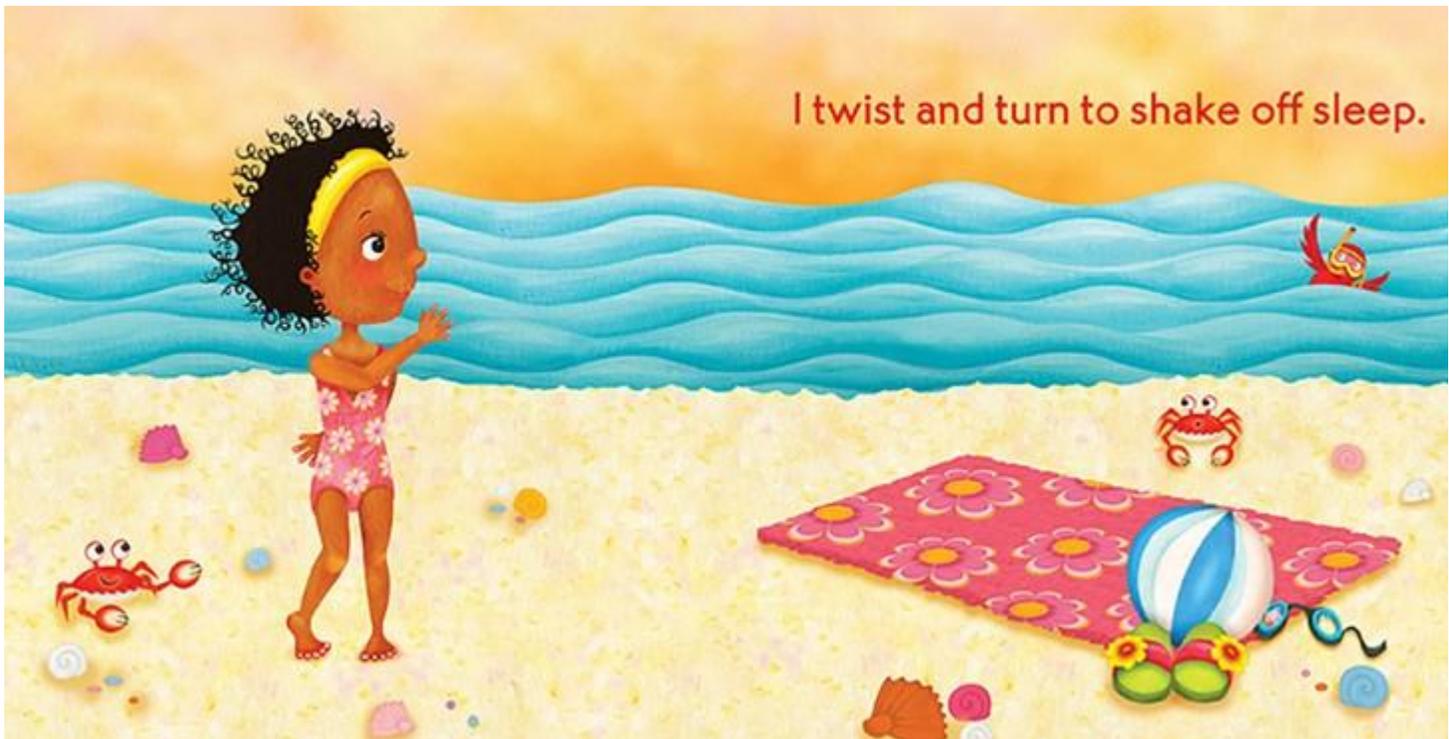
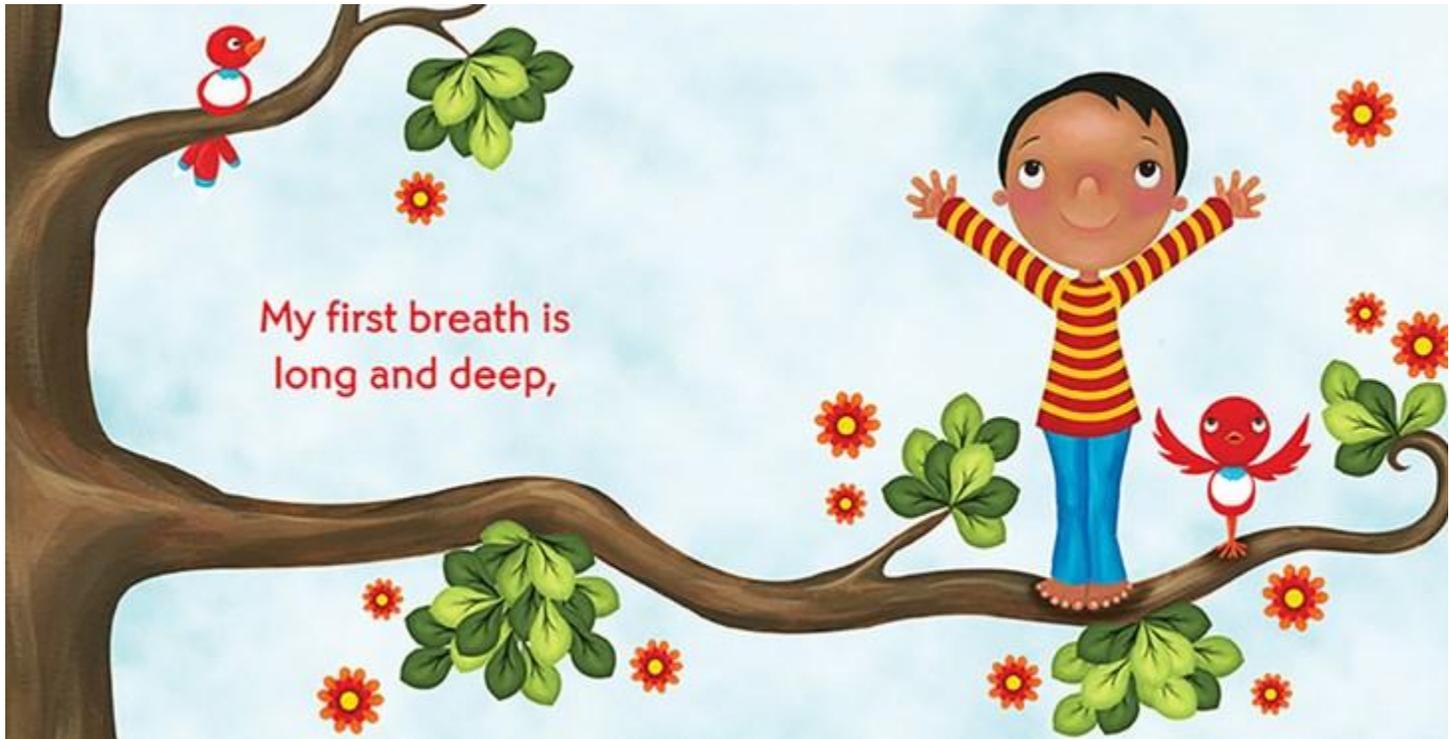
Co-promotion as newest addition to bestselling Good Night Yoga series

Author Facebook Live + book video with social media advertising

Dedicated eblast to targeted segment of Sounds True 1.5M list + promo to 450K social followers

Targeted media outreach to parenting, mindfulness, spirituality, and yoga outlets

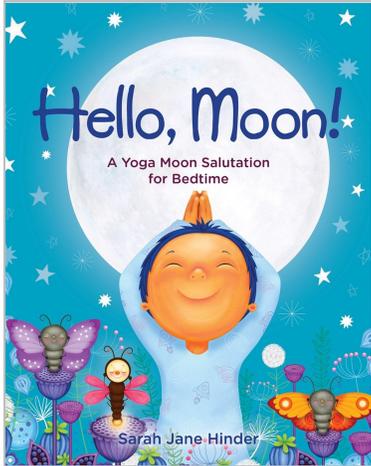
Online publicity and promotions on parenting and mindfulness blogs and sites



SARAH JANE HINDER

Hello, Moon!

A Yoga Moon Salutation for Bedtime



OCTOBER

Sounds True

Juvenile Fiction / Bedtime & Dreams

On Sale 10/27/2020

Ages 4 to 8

Hardcover Picture Book , 32 pages

10.8 in H | 8.5 in W

Carton Quantity: 26

ISBN: 9781683646228

\$17.99 / \$23.50 Can.

The first picture book to introduce young children to a yoga Moon Salutation flow.

*Be still as the sky,
In the dark, starry night.
Look up to the moon
And shine your own light.*

Hello, Moon! A Yoga Moon Salutation for Bedtime takes children on a guided moon salutation yoga flow that will spark their imaginations and help them wind down at the end of day. A companion volume to *Hello, Sun! A Yoga Sun Salutation to Start Your Day*, *Hello, Moon!* is an accessible and joyful introduction to yoga for kids.

The latest from the illustrator of the beloved *Good Night Yoga* and *Good Morning Yoga* series, *Hello, Moon!* gives children a great way to connect with their bodies and calm their thoughts as they relax into naptime or bedtime.

The author is a children's yoga instructor, and kids can actually do the poses or variations on the poses included in the book. They will breathe, stretch, bend, and sway ...

Sarah Jane Hinder is a yoga and mindfulness teacher and the illustrator of several bestselling children's picture books, including *Good Night Yoga* and *Good Morning Yoga*. She is also the author and illustrator of the bestselling yoga board book series that includes *Yoga Bug*, *Yoga Bear*, *Yoga Whale*, and *Yoga Bunny*. Sarah Jane lives in Manchester, England. For more information, visit sarahjanehinder.com.

MARKETING

Trade advertising in *Publisher's Weekly* and *School Library Journal*

Dedicated web page + preorder bonus content with social media advertising

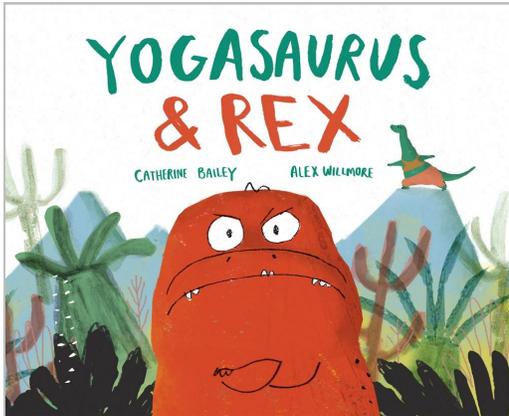
Story time kit for bookstores, libraries, schools, and parents



CATHERINE BAILEY

Yogasaurus & Rex

A Tale of the New Dinosaur on the Block

**OCTOBER**

Sounds True

Juvenile Fiction / Social Themes / Friendship

On Sale 10/6/2020

Ages 4 to 8

Hardcover Picture Book, 32 pages

9 in H | 11 in W

Carton Quantity: 26

ISBN: 9781683644149

\$17.99 / \$23.50 Can.

A fun-filled dinosaur story with timely themes about kindness, friendship, and being able to see past our differences.

Dinosaurs rip, rage, and roar!

Dinos don't rest, relax, or ever get sore.

... Or do they?

Meet Rex, the talon-tearing tough leader of a Cretaceous crew that loves to feed, feud, and *fight!* All is well in their rough-and-tumble world until they meet the new dino in town: Yogasaurus. Rex disapproves of his yoga pants, the “silly” chants, and frankly anyone who prefers tree pose to tussling.

But how will Rex react when his surly, burly buddies want to try something new? And what is the *real* reason Rex rejects this new dinosaur?

Kids will delight in this chomping, stomping showdown between macho and mellow, as Rex learns what true toughness looks like. With humor and heart, *Yogasaurus & Rex* reveals the strength of kindness and friendship over bullying and fear.

Catherine Bailey is the author of multiple picture books, including *Harbor Bound* from Disney Hyperion and *Mind Your Monsters* from Sterling Publishing. For more, please visit CatherineBaileyBooks.com.

MARKETING

Trade advertising in *Publisher's Weekly* and *School Library Journal*

Children-narrated book video with social media advertising

Outreach to school counselors and children's mindfulness teachers

Targeted media outreach to parenting, mindfulness, spirituality, and yoga outlets

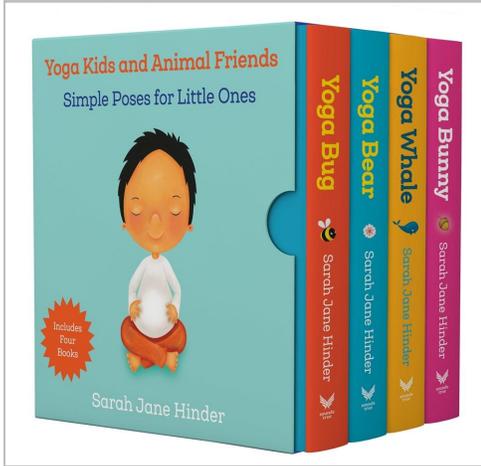
Online publicity and promotions on parenting and mindfulness blogs and sites



SARAH JANE HINDER

Yoga Kids and Animal Friends Boxed Set

Simple Poses for Little Ones



OCTOBER

Sounds True

Juvenile Fiction / Health & Daily Living / Daily Activities

On Sale 10/6/2020

Ages 0 to 4

Multiple Copy Pack

Carton Quantity: 8

ISBN: 9781683648116

\$39.99 / \$51.99 Can.

Index

Bailey, Catherine; Yogasaurus & Rex: A Tale of the New Dinosaur on the Block.	4
Gates, Mariam; Good Morning Yoga: A Pose-by-Pose Wake Up Story.	2
Good Morning Yoga: A Pose-by-Pose Wake Up Story; Mariam Gates.	2
Hello, Moon!: A Yoga Moon Salutation for Bedtime; Sarah Jane Hinder.	3
Hinder, Sarah Jane; Hello, Moon!: A Yoga Moon Salutation for Bedtime.	3
Hinder, Sarah Jane; Yoga Kids and Animal Friends Boxed Set: Simple Poses for Little Ones.	5
Yoga Kids and Animal Friends Boxed Set: Simple Poses for Little Ones; Sarah Jane Hinder.	5
Yogasaurus & Rex: A Tale of the New Dinosaur on the Block; Catherine Bailey.	4