

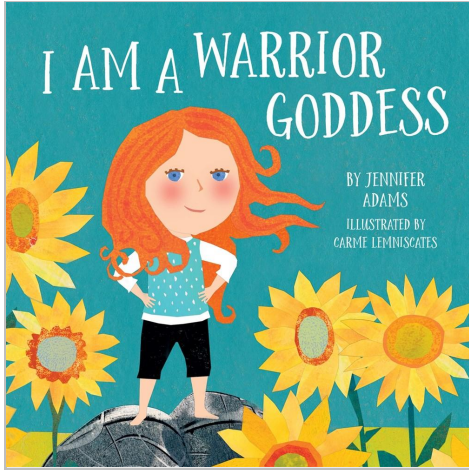


Children's Books | Spring 2020



sounds true

JENNIFER ADAMS, CARME LEMNISCATES

I Am a Warrior Goddess**JUNE**

Sounds True

Juvenile Fiction / Girls & Women

On Sale 6/9/2020

Ages 1 to 4

Board Book, 22 pages

6 in H | 6 in W

Carton Quantity: 60

ISBN: 9781683644187

\$9.99 / \$12.99 Can.

A young girl finds strength and courage through her connection to nature, taking care of her mind and body, and treating others with kindness

A warrior goddess is strong, powerful, and kind. She's friends with the sun and the wind. She takes care of her body and mind. She helps others and makes the world a better place.

In this empowering tale of a little girl with big dreams, young readers learn how each day is full of opportunities to make a positive impact with ordinary actions. Our heroine is generous, grateful, and fierce. As she connects with the Earth, takes care of her body, and finds strength in kindness, she discovers her inner warrior goddess and inspires young girls everywhere to do the same.

The original picture book version of this title has sold 25,000 copies since its release in February 2018.

Jennifer Adams is the author of 50 books for kids, including the BabyLit series of board books, which introduce small children to the world of classic literature and which have sold 2 million copies worldwide. Her work has been featured in *Parents* magazine, *Wired*, *Vanity Fair*, and the *New York Times*. Jennifer lives in Salt Lake City. Learn more at jennifer-adams.com.

Carme Lemniscates is an author, illustrator, and designer of award-winning children's books, including *Trees* and *Birds* and the BabyLit Little Poets series. In 2010, she founded Lemniscates Studio in her home city of Barcelona and has since produced many books for children to critical acclaim. Learn more at lemniscates.com.

MARKETING

Re-purpose IAmAWarriorGoddessBook.com from picture book campaign

I Am a Warrior Goddess T-shirt giveaway (toddler sizes)

Paid social media campaign, featuring book video + giveaways

Targeted media outreach to parenting, mindfulness, and spirituality magazines

Online publicity and promotions on parenting and mindfulness blogs and sites



MARKETING

Trade advertising campaign including School Library Journal & Publishers Weekly

Book video with social media advertising

Grassroots outreach to prominent children's yoga studios & influencers

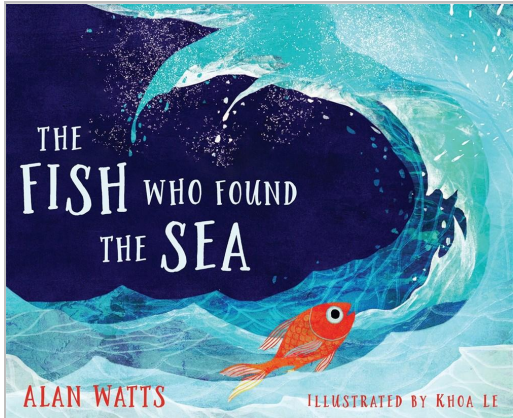
Targeted media outreach to parenting, mindfulness, and spirituality magazines

Online publicity and promotions on parenting and mindfulness blogs and sites



ALAN WATTS

The Fish Who Found the Sea



JULY

Sounds True

Juvenile Fiction / Health & Daily Living

On Sale 7/14/2020

Ages 4 to 8

Hardcover Picture Book , 32 pages

11 in H | 9 in W

Carton Quantity: 24

ISBN: 9781683642893

\$17.99 / \$23.50 Can.

A rediscovered treasure for a new generation: the first and only story for kids ever written by Alan Watts

Alan Watts, beloved for bringing a childlike wonder to the spiritual journey, once wrote a story for children. *The Fish Who Found the Sea* brings this delightful and wise teaching parable to life for a new generation. Presented with new art from award-winning illustrator Khoa Le, here is a story as timely as it is entertaining—sharing a key message about getting into harmony with the flow of life.

In this tale of a tail, kids will meet a fish with a strangely familiar problem—he’s gotten himself so mixed up that he spends all his time chasing himself in circles! Only the Great Sea knows how to help our poor fish get out of the mess he’s created with his own runaway thoughts. Here is a parable that perfectly captures the wit and wisdom that has made Alan Watts a timeless teacher we will never outgrow.

Alan Watts (1915–1973) is hailed as one of the most accessible and entertaining interpreters of Eastern philosophy in the West. A teacher whose popularity has only increased over time, he wrote more than 25 books, including such classics as *The Book: On the Taboo Against Knowing Who You Are*.

MARKETING

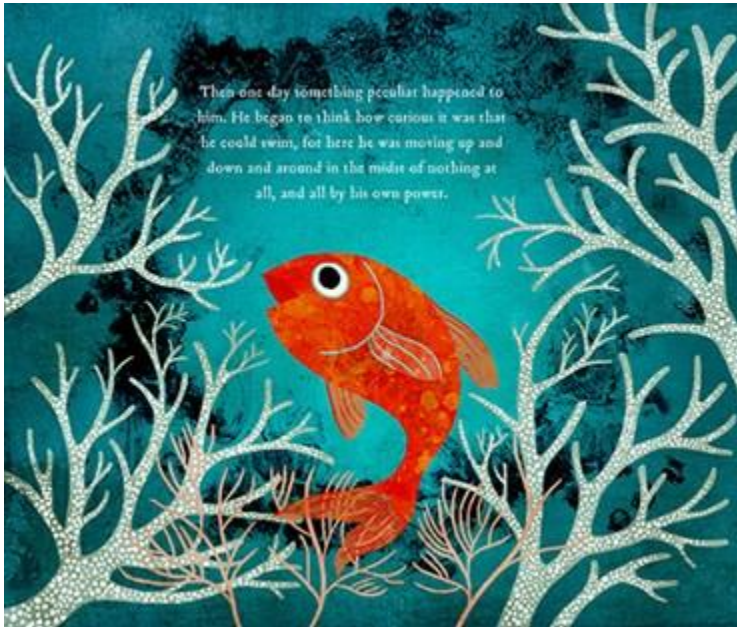
Trade and consumer advertising campaign in Buddhist, yoga, and lifestyle publications

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

Dedicated eblast to a large segment of Sounds True's 1.5M email subscribers

Targeted media outreach to parenting, mindfulness, and spirituality magazines

Online publicity and promotions on parenting and mindfulness blogs and sites



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