



# sounds true

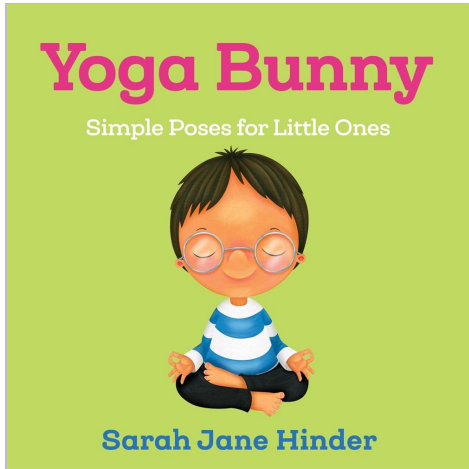
CHILDREN'S BOOKS  
WINTER 2020



# SARAH JANE HINDER

## Yoga Bunny

### Simple Poses for Little Ones



#### JANUARY

Sounds True

Juvenile Fiction / Imagination & Play

On Sale 1/7/2020

Ages 1 to 4

Board Book, 22 pages

6 in H | 6 in W

Carton Quantity: 60

ISBN: 9781683644248

\$9.99 / \$12.90 Can.

## A delightful new board book teaches babies and toddlers 10 yoga poses inspired by woodland creatures

*Yoga Bunny* invites you and your little one on a woodland yoga adventure with 10 adorable forest critters. Bunny, raccoon, owl, and deer—the gang’s all here! From Hero and Half Lotus to Cat and Cow, *Yoga Bunny* leads babies and toddlers through these authentic poses and more, with guidance from some of their favorite animal friends.

With the fourth yoga board book in her wildly popular series, Sarah Jane Hinder offers parents, grandparents, teachers, and daycare providers a wonderful new way to help children increase body awareness, coordination, concentration, and self-soothing. The left-hand page shows an illustration of a child performing a pose, with the facing page featuring a woodland animal in the same pose, along with a playful narrative. *Yoga Bunny* also includes a complete yoga flow with instructi...

**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 a yoga board book series for children that includes *Yoga Bug* and *Yoga Bear*. Sarah Jane lives in Manchester, England. Learn more at [sarahjanehinder.com](http://sarahjanehinder.com).

**MARKETING**

Social media promotion in conjunction with Yoga Bug series (4 board books)

Book reading video with children narrators

Spring Easter campaign to Sounds True customers & Instagram community



Fluffy tail bunny.  
Sniff, sniff, sniff.

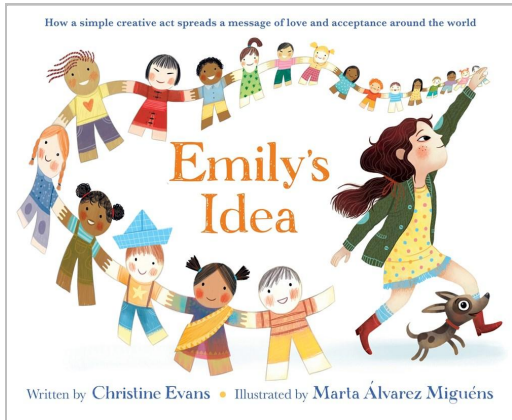


Criss-cross legs.  
Breathe in, breathe out.



CHRISTINE EVANS

## Emily's Idea



MARCH

Sounds True

Juvenile Fiction / Imagination &amp; Play

On Sale 3/10/2020

Ages 4 to 8

Hardcover Picture Book , 32 pages

9 in H | 11 in W

Carton Quantity: 28

ISBN: 9781683644163

\$17.99 / \$23.50 Can.

## An inspiring fable of one girl's idea spreading a message of love, acceptance, and togetherness across the globe

*Emily's idea started small. Many beautiful ideas do. She folded, doodled, and snipped. But also, like many ideas, Emily's small idea grew.*

This inspiring tale begins when a little girl decides to create a paper chain of dolls. Her idea catches on and spreads far and wide, as children around the world begin to create and share their own.

*Emily's Idea* shows children that their ideas matter—and that they have the power to create positive changes all around them. It also teaches the joy of connecting and befriending those who may look different from ourselves, but are more like us than we may think.

Award-winning illustrator Marta Álvarez Miguéns lends her kid-compelling artwork to the adventure. For children ages 4–8.

*Includes a make-your-own paper doll chain template page to help children get started on thei...*

**Christine Evans** is a British expat who lives in Northern California with her husband and two young daughters. Her work has appeared in *Highlights*, *High Five*, and *Hello* magazines. She is also the author of *Evelyn the Adventurous Entomologist*. Visit [pinwheelsandstories.com](http://pinwheelsandstories.com).

## MARKETING

Book trailer integrating make-your-own paper doll chain template in book

Author Facebook Live story time with paid advertising

Social media campaign tied to Celebrate Diversity Month April 2020

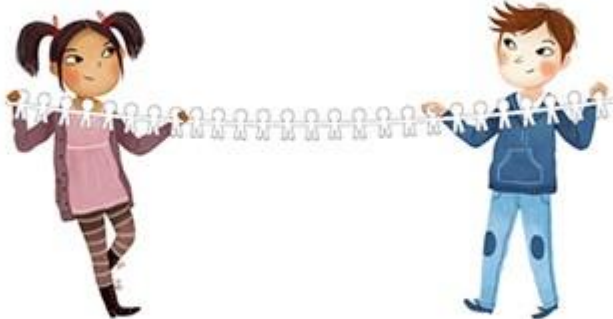
Targeted media outreach to parenting, mindfulness, and health & wellness magazines

Select author appearances in bookstores and schools

Emily's idea started small. Many beautiful ideas do.  
She folded, doodled, and snipped.



It was a connection.  
Between Luca and Evelyn.



Between Annabelle

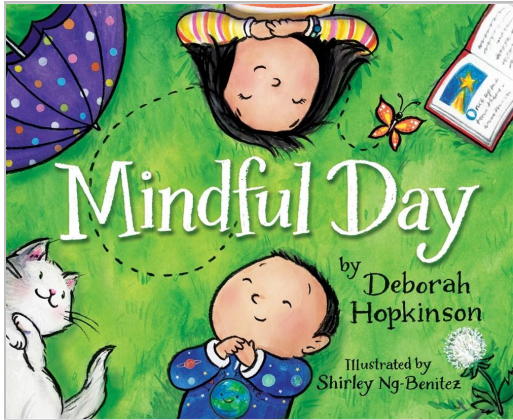


and Nico.

Between Henry and Leah

DEBORAH HOPKINSON, SHIRLEY NG-BENITEZ

## Mindful Day

**JANUARY**

Sounds True

Juvenile Fiction / Social Themes / Emotions &amp; Feelings

On Sale 1/7/2020

Ages 4 to 8

Hardcover Picture Book , 32 pages

9 in H | 11 in W

Carton Quantity: 24

ISBN: 9781683642794

\$17.99 / \$23.50 Can.

**From the sounds of a bird greeting the morning sun to the rising of a silver moon at bedtime, a young girl experiences “a mindful day” from start to finish**

Want to turn a dull day into a wonderful day? Make it a mindful day!

When we slow down and pay close attention, we learn what it means to be mindful. In *Mindful Day*, early readers follow along as a young girl brings this special kind of attention to the various activities of her day with her family.

Through Hopkinson’s lyrical narrative and Ng-Benitez’s delightful illustrations, kids will explore feelings such as gratitude and love, learn how our breathing can calm our bodies, and discover how remarkable every moment can be when we experience it as fully as possible.

*Mindful Day* also shares positive examples like being patient, appreciating the little things, and showing empathy, while giving children their first introduction to the life-changing skill of mindfulness.

**Deborah Hopkinson** is an award-winning author of more than 50 books for young readers. She has a master’s degree in Asian Studies from the University of Hawai’i at Manoa and is the author of *Under the Bodhi Tree*, a biography of the Buddha (Sounds True, 2018). She lives in Portland, Oregon. For more, visit [deborahhopkinson.com](http://deborahhopkinson.com).

## MARKETING

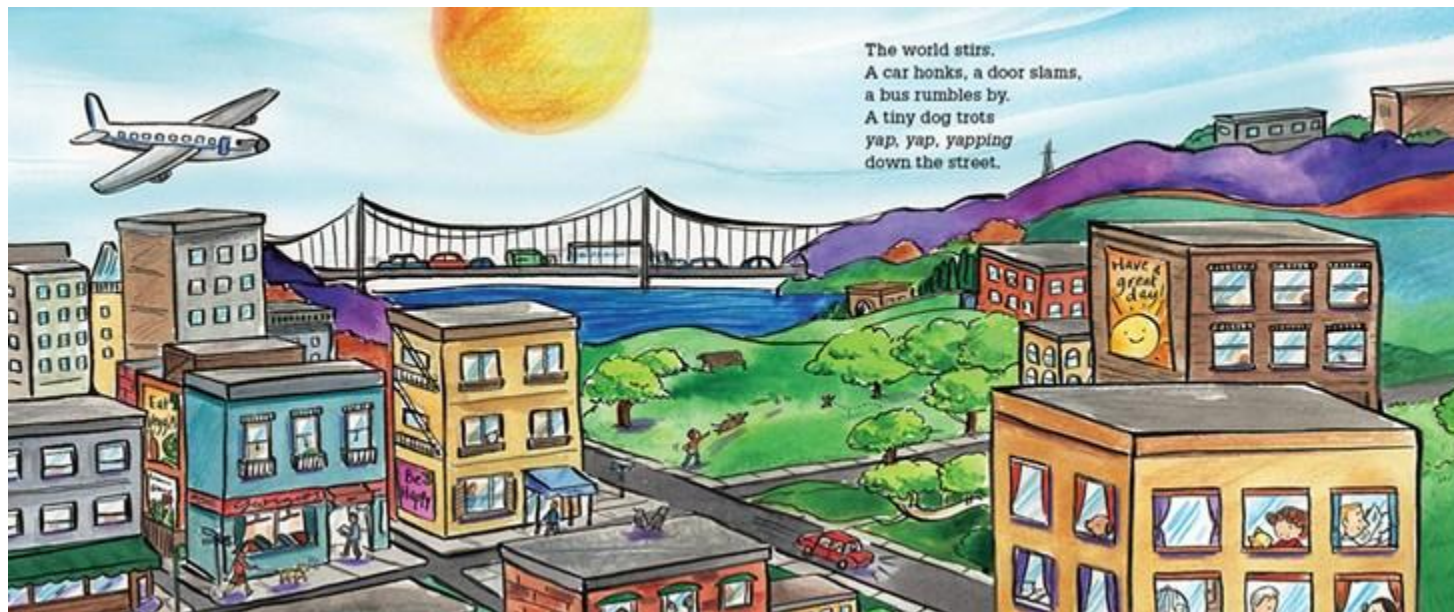
Trade and consumer advertising campaign

Outreach to mindfulness educators and organizations

Activity kit for parents, educators, librarians, and bookstores

Targeted media outreach to parenting, mindfulness, and health & wellness magazines

Select author appearances in bookstores and schools



"Feed me," the kitten begs.  
Baby cries for his breakfast, too.  
Little ones have a hard time waiting, don't they?  
*Good morning, baby.*  
*Good morning, family.*



We place spoons and bowls,  
shake out some cereal—shake, shake—  
and sprinkle bright berries on top.  
I pop one in my mouth and close my eyes.  
I chew slowly. It tastes sweet as summer.



CHRISTOPHER WILLARD, OLIVIA WEISSER

## The Breathing Book

**APRIL**

Sounds True

Juvenile Fiction / Health &amp; Daily Living / Daily Activities

On Sale 4/14/2020

Ages 4 to 8

Hardcover Picture Book, 32 pages

8.5 in H | 8.5 in W

Carton Quantity: 40

ISBN: 9781683643067

\$15.99 / \$20.00 Can.

### An interactive children's book that teaches breath awareness and mindfulness while cultivating curiosity and imagination

There's something we do all day long—even right now—and most times we don't even notice. Can you guess what it is? It's breathing!

With *The Breathing Book*, you'll discover the power of mindful awareness through a series of breathing practices and engaging activities designed to calm the mind and body, set positive intentions, and spark creativity and imagination.

This interactive book from Drs. Christopher Willard and Olivia Weisser fully engages your senses of sight, sound, and touch with creative illustrations and exercises. You'll use breath to turn the pages . . . balance the book on your head, hands, or belly . . . trace shapes and labyrinths . . . “reframe” troubling thoughts and feelings . . . send good wishes to people and our planet . . . and enjoy many more activities that can be practiced ag...

**Christopher Willard, PsyD**, and **Olivia Weisser, PhD**, are a husband-and-wife creative team in the Boston area. Christopher is on the faculty at Harvard Medical School and is considered a leading voice on youth mental health. Olivia is an associate professor of history at the University of Massachusetts Boston. Visit [drchristopherwillard.com](http://drchristopherwillard.com).



## MARKETING

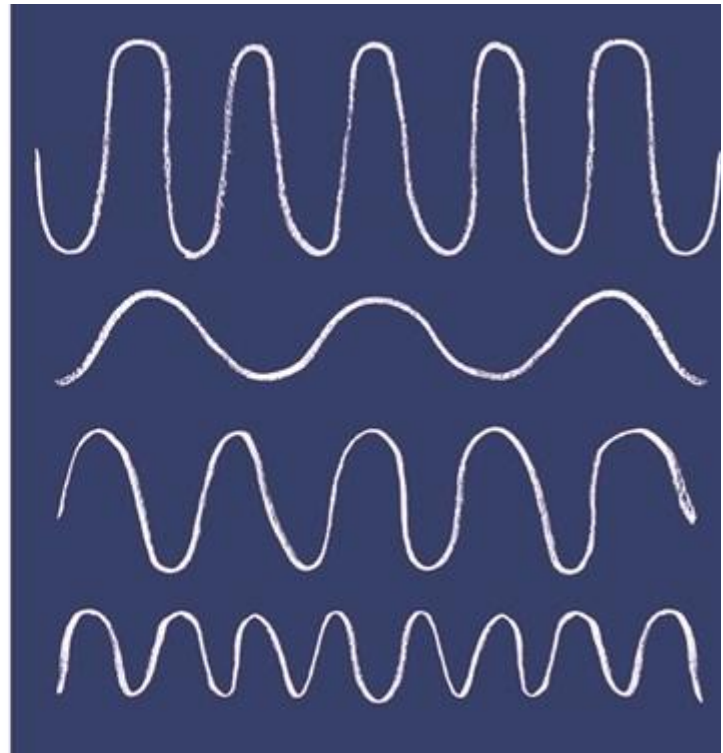
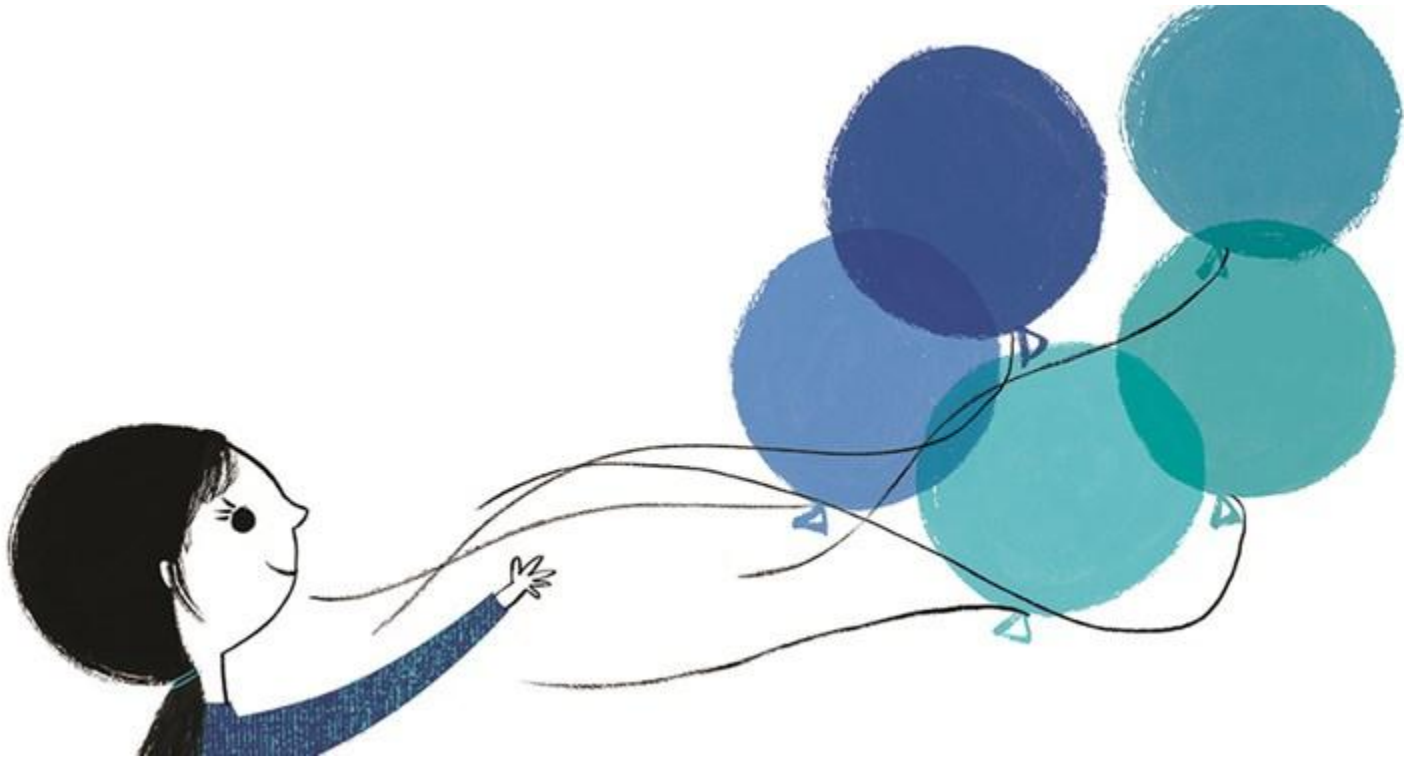
Trade and social media advertising campaign

Outreach to mindfulness educators and organizations

Book trailer with interactive feature moments

Targeted media outreach to parenting, mindfulness, and health & wellness magazines

Select author appearances in bookstores and schools



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