



sounds true

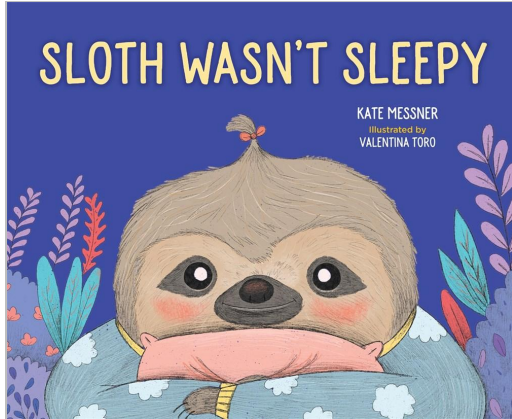
WAKING UP THE WORLD



CHILDREN'S BOOKS
WINTER 2021

KATE MESSNER

Sloth Wasn't Sleepy

**JANUARY**

Sounds True

Juvenile Fiction / Bedtime & Dreams

On Sale 1/12/2021

Ages 4 to 8

Hardcover Picture Book , 32 pages

9 in H | 11 in W

Carton Quantity: 26

ISBN: 9781683645467

\$17.99 / \$23.50 Can.

For any child having trouble getting to sleep, the most lovable animal in the rain forest is here to help.

One night at bedtime, Sloth wasn't sleepy.

"What if I worry when I try to fall asleep?" Sloth said.

"Ah . . . worries," Mama said. "We will have to let them go."

A stressful day, a bad dream, a scary movie . . . these are just a few things that can keep kids wide awake and frightened after dark. But Mama Sloth knows the secret for calming worried minds—and as she shares them with her daughter, young readers will learn valuable relaxation skills that last a lifetime.

Sloth Wasn't Sleepy does more than provide a sweet bedtime story—kids will join Sloth to learn mindfulness practices such as “shrinking down” fears in their mind and calming their body through breath and simple visualizations. Kate Messner’s beautiful book helps parents and kids relax into dreamland with a sense of peace, safety, and belonging...

Kate Messner is the beloved author of numerous award-winning books for young readers, including *Over and Under the Pond*, *The Brilliant Deep*, *Breakout*, and the Ranger in Time series. She lives in Plattsburgh, New York. For more, visit katemessner.com.

MARKETING

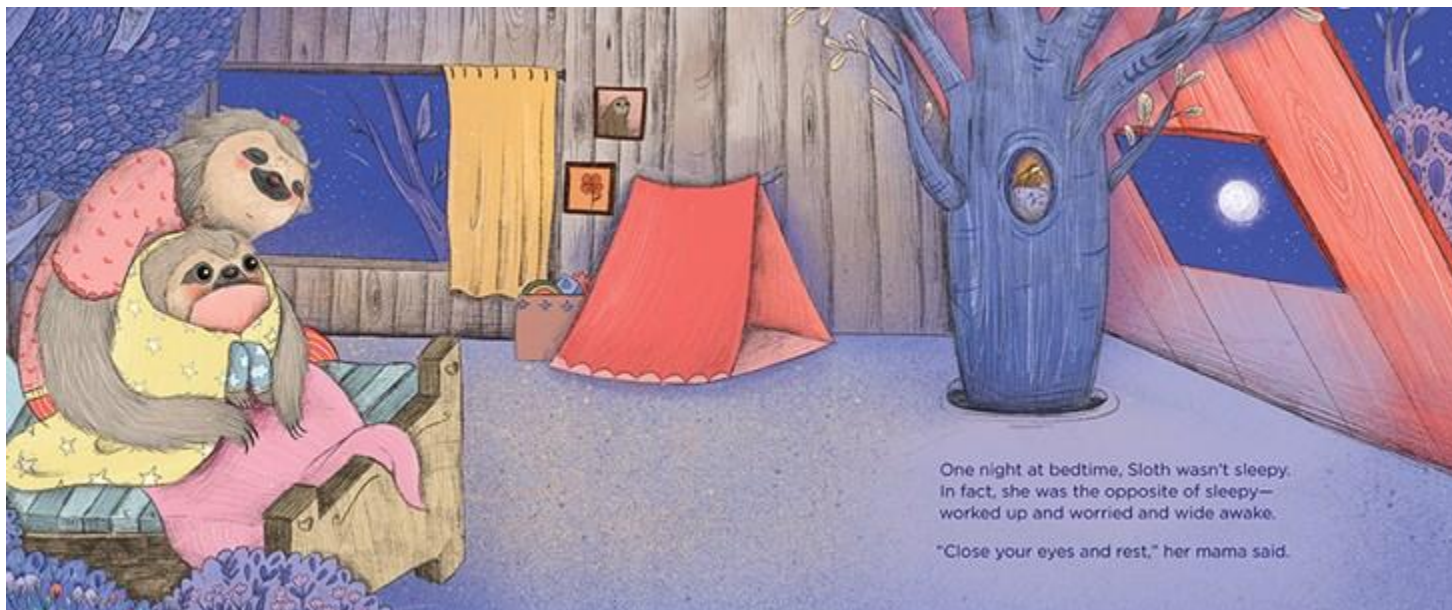
Trade advertising campaign in Publishers Weekly and School Library Journal

Bedtime book video campaign on YouTube and Instagram

Author in-person and virtual school and library visits, plus outreach to dedicated 40K Twitter followers

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

Online publicity and promotions on parenting and mindfulness blogs and sites



JENNIFER ADAMS

I Am a Kindness Hero



JANUARY

Sounds True

Juvenile Fiction / Social Themes / Values & Virtues

On Sale 1/26/2021

Ages 4 to 8

Hardcover Picture Book , 32 pages

9.8 in H | 10 in W

Carton Quantity: 0

ISBN: 9781683644729

\$17.99 / \$23.50 Can.

A picture book that celebrates leadership through kindness and gentleness in boys.

I Am a Kindness Hero follows the adventures of a young boy as he practices kindness throughout his day, from rescuing a puppy to standing up to bullies to helping his young sister tie her shoe. The book celebrates gentleness and vulnerability in boys, and shows that true strength and leadership come from treating those around you with love and respect.

Kindness comes in many forms, which we see throughout the book, including taking care of the Earth, listening to others, being happy when someone else wins, and that it's often more important to be kind than to be right.

A standalone book, *I Am a Kindness Hero* also serves as a companion to *I Am a Warrior Goddess*, by the same author and illustrator, which inspires strength, leadership, and empowerment in young girls. *I Am a Warrior Goddess* has sold 25K cop...

Jennifer Adams is the author of 50 books for kids, including the BabyLit board books, which introduce small children to the world of classic literature and 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.

MARKETING

Dedicated web page with email & social preorder campaign featuring bonus content

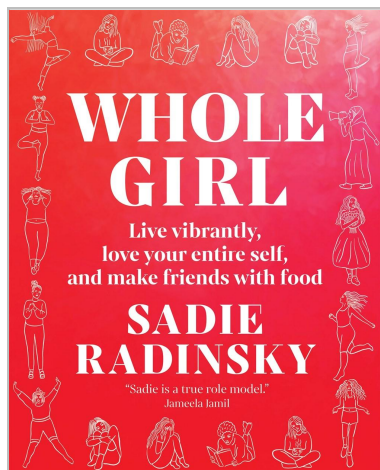
Trade advertising campaign in Publishers Weekly and School Library Journal

Grassroots outreach to school counselors and prominent youth organizations

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

Select author appearances in bookstores and schools



SADIE RADINSKY**Whole Girl****Live Vibrantly, Love Your Entire Self, and Make Friends with Food****FEBRUARY****Sounds True****Young Adult Nonfiction / Girls & Women****On Sale 2/2/2021**

Ages 14 And Up

Hardcover Paper over boards , 224 pages

10 in H | 8 in W

Carton Quantity: 0

ISBN: 9781683645702

\$18.99 / \$24.99 Can.

An inspiring teen author shares advice, practices, and recipes to help girls live a healthy and empowered life.

When you feel like you're not enough, how can you be true to yourself? In our media-driven society, young women are bombarded with messages that make them feel incomplete. *You're not enough. You're too much. Be quiet. Don't eat too much. Stop being so emotional.*

Sadie Radinsky aims to change that. "Young women are powerful," she writes. "In this book, we are going to embrace our whole selves—every part of us—*just as we are*. All the messy details. All the power and potential."

Radinsky's website, wholegirl.com, is a go-to spot for advice about self-love, vibrant living, and delicious paleo recipes. With this book, Radinsky goes deeper than ever before. She shares new insights and practical tools to help young women from all walks of life find positive ways to grow, express themselves, eat well, and truly ...

Sadie Radinsky is an 18-year-old blogger and recipe creator. For over six years, she has touched the lives of girls and women worldwide with her award-winning website, wholegirl.com, where she shares paleo treat recipes and advice for living an empowered life. She has published articles and recipes in national magazines and other platforms, including *Paleo*, *Shape*, *Justine*, *mindbodygreen*, and *The Primal Kitchen Cookbook*. She lives in the mountains of Los Angeles. For more, visit wholegirl.com.

MARKETING

- Trade and consumer advertising in targeted print and online publications like PW, School Library Journal, Book Riot, and smaller teen book online outlets
- Recipe and guided movement-break videos as digital ads on YouTube and Instagram
- Cross-promotion with author’s influencer network of health and wellness celebrities, actresses, and food and wellness brands
- Multiple email promotions and opt-in email campaign to Sounds True’s email list of 1.5m subscribers
- Dedicated social media campaign reaching Soun...



Introduction

We Are All Whole

Young women are powerful. Our brains are bursting with creativity, intellect, and new ideas. We are eager to try new things. We care passionately about issues, from global to personal. We are all different; each of us has completely unique abilities and personalities. We are full of possibility.

All of this terrifies our society. They can’t handle us, in all our messy, diverse awesomeness. So they try to break us into pieces and put us in boxes. The messages are relentless: *You’re not enough. You’re too much. Be quiet. Don’t make waves. Smile. Don’t eat too much. Don’t be so emotional. Pose like this. Look like that. Get more “likes.”*

At the same time, manufacturers, media companies, and other corporations profit off our insecurity. They make us feel bad about ourselves to get our money. *You’d be happier if you bought that. You need more followers. Buy these clothes, don’t wear those. They sell us new phones, diet products, skincare serums, and everything else under the sun, with a side of shame.*

These messages hound us so often that we start to buy into them. We actually believe we’re incomplete!

But we don’t need to accept this madness. We know that we’re already whole.

In this book, we are going to embrace our whole selves—every part of us—just as we are. All the messy details. All the power and potential. We can reject society’s arbitrary rules by treating ourselves with respect, enjoying food, and relishing this incredible time in life.



CHAPTER ONE

Be Loving

We express love in so many different ways. A lot of the time, we put our energy into loving other people, which is awesome. But right now we’re going to focus on loving ourselves. This can be really tricky! It’s hard to appreciate all the different aspects of who we are—our essence—when society is obsessed with one thing: our appearance. Our culture puts so much stock in the way females look that it’s hard for even us to see past it.

It’s time we ditch this insanity and love the parts of us that truly matter.

The Everything Bagel

“God, you’re so tall!”
Random stranger when I was four years old. And five.
And six. And twelve. And seventeens.

It’s true that I’ve towered over most other kids since kindergarten. But based on the way most adults talk to me, you’d think that height was the only part of me that matters.

Nearly every interaction people have with girls is focused on one subject: her appearance. *You’re so cute! Your dress is so pretty! What a nice smile!*

We don’t get as many questions about our favorite books, or what we want to invent, or what our favorite song is. By a very young age, we already have the impression that our appearance is the most important aspect of who we are.

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