

NOW IN PAPERBACK!

# A monstrosly fun story and a creative costume mash-up



It's almost Halloween, and Monster needs to decide what he's going to be. With so many options—a fireman, a ballerina, a cowboy, a ninja—how will he ever decide? In this playful, rhyming story, Monster shows young readers that sometimes being different, daring to try something new, and being yourself are the best solutions.

## Series Info

Written in humorous, read-aloud rhyme, the **Monster & Me™** series builds character, social, and emotional learning skills through entertaining and memorable real-life situations.

Other books in this series include *Monster Needs His Sleep* and *Monster Needs a Christmas Tree*.

**“Given the jaunty flow of the story and the humorous details on every page, put this at the top of the list for unscary options come October.”**

—Kirkus Reviews

**“The rhymes, quite obviously, are bouncy and irreverent, and just as much heck is raised by Grieb’s cartoony illustrations ...”**

—Booklist



Available Date  
Title  
Series  
Author  
Illustrator  
ISBN  
Specifications  
Price

Alt. Editions  
Publisher  
Contact Info

August 12, 2014  
*Monster Needs a Costume*  
Monster & Me™  
Paul Czajak  
Wendy Grieb  
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Trade Paper, 8 x 8 inches, 32 pages  
\$6.99

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Sammy Bosch, Marketing Director & Publicity  
612.338.2075 x105, sammy@mightymedia.com



## ORDER INFORMATION

Available from your local indie bookstore, chain, or online vendor  
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**Also available from national wholesalers**  
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**mighty media** KIDS

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Individuals  
Trade Distributor



**Paul Czajak** got an 'F' with the words "get a tutor" on his college writing paper and, after that, never thought he'd become a writer. But after spending twenty years as a chemist, he knew his creativity could no longer be contained. Living in Massachusetts with his wife, and two little monsters, Paul has rediscovered his passion for writing and looks forward to sharing his stories for years to come.

[www.paulczajak.com](http://www.paulczajak.com)



**Wendy Grieb** is a professional working in the Los Angeles animation industry. She is also an Annie Award winning storyboard artist, who has worked as a developmental artist, illustrator, and character designer for companies such as Disney, Nickelodeon, Sony, Klasky-Csupo, White Wolf, and more.

**"Outside-the-box thinkers should enjoy the lighthearted ending ..."**

—*Publishers Weekly*

**"... this empowering romp shows kids that it's okay to try something new, different and exciting."**

—*Red Tricycle*, Halloween Book List

**"The illustrations in this snappy story told in rhyme are guaranteed to tickle your funny bone ..."**

—Feed a Reader Blog, Kirkwood Public Library

**"Czajak combines poetic rhythm, masterful rhyme, and a humorous story along with illustrator Wendy Grieb's gorgeous drawings that give Monster the perfect emotional touch."**

—*Off the Library Shelf*

**"... truly one of the most beautiful books for children ..."**

—Lil' Blonde Monsters Blog

## Marketing Information

### Audience

- **New in Paperback**
- Holiday Market: Halloween
- Children ages 2 to 6
- Teachers: Pre-K through 1st Grade
- Librarians
- Educational & care programs
- Parents & Grandparents

### Industry Events

- IRA 2014
- TLA 2014
- ALA 2014
- Heartland Fall Forum 2014
- Twin Cities Book Festival 2014

### Marketing Strategy

- **Release Date** July 2014
- **Author Events/Tours** across regional areas of New England & the Midwest (additional opportunities at children's festivals & trade shows)
- **Pitch Review and Feature Coverage targeting National & Regional Media**
- **Pitch Local Media** MA, MN, CA
- **Advertising Opportunities**
- **Digital Marketing Presence** with strong social media representation
- **Online Merchandising** for contests, giveaways, and reviews
- **Ancillary Product Development**
- **Book Trailer**
- **10,000 hardcover copies in print**