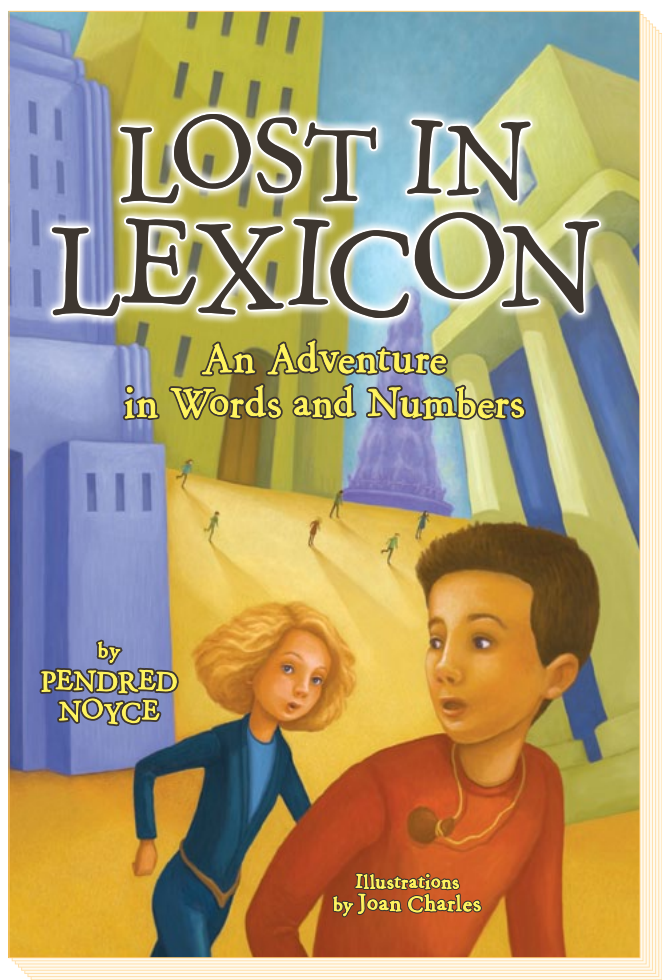


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When thirteen-year-old cousins Ivan and Daphne go on a treasure hunt in the rain one summer day, they never expect to stumble into a whole new world where words and numbers run wild.

After the cousins outwit a plague of punctuation, grateful villagers beg them to find Lexicon's missing children, who have been enticed away by dancing lights in the sky. Trekking between villages in search of clues, the cousins encounter a talking thesaurus, a fog of forgetting, the Mistress of Metaphor, a panel of poets, feuding parts of speech, and the illogical mathematicians of Irrationality. When a careless Mathemystical reflects them across the border into the ominous Land of Night, their peril deepens. Kidnapped, imprisoned, and mesmerized—with time running out—will Daphne and Ivan find a way to solve the mystery of the lights in the sky and restore the lost children of Lexicon to their homes?

*Lost in Lexicon* will whisk children away into an interactive and magical world of learning.

\* \* \*

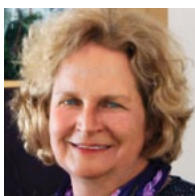
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Joan Charles  
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**Pendred (Penny) Noyce** is a doctor, education reformer, and writer. She grew up in Silicon Valley, California, and is now married with five children and living in the western suburbs of Boston. Penny has practiced internal medicine, supervised medical residents, and become a leader in Massachusetts mathematics and science education reform. She serves on a number of nonprofit boards, including that of the Noyce Foundation, and she chairs the boards of Maine's Libra Foundation and the Rennie Center for Education Research and Policy. She loves to give talks to teachers and kids.



**Joan Charles** lives in Santa Monica, California. As a child she put on plays and puppet shows, wrote and illustrated a family newspaper, and played endless games of Parcheesi with her sisters on rainy summer days. Her favorite thing to do was draw and make up stories, and that's still true today.

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**"... A delightful and imaginative childrens book ... Penny didn't just leave it at writing a great book. She's gone well over the extra mile."**

Marva Dasef, short story and fiction author

\*

## Marketing Strategy

- **Release Date:** August 9, 2011
- **Author Events/Tours:** Boston, NYC, Chicago, Minneapolis, Seattle, San Francisco, Houston, Orlando (available for other cities as well)
- **Lexicon Village events** (interactive educational activity fair) at schools and museums
- **Speaking engagements** at educational conferences such as the Barnes & Noble Educator Day & Independent Schools Conferences
- **Pitch Review and Feature Coverage in National & Regional Media:** Stone Soup, The Horn Book, School Library Journal, New York Review of Books, NY Times, IBPA, Publisher's Weekly, LA Times, Associated Press, USA Today, VOYA, Children's Book Review, The Reading Tub, Kirkus Reviews, Bookreporter
- **Pitch Local Media:** Boston Globe, Boston Herald, Minneapolis Star Tribune, St. Paul Pioneer Press, Rain Taxi
- **Promotion materials** to book clubs, schools, library systems
- **Author Social Media Presence:** Facebook, Twitter, interactive website, three character blogs
- **Advertising Campaigns** in children's, parent's, and publishing publications such as *Highlights*, *Owlkids*, *Cricket*, *Parents*, and *PW*

## Audience

- Children ages 9–12
- Gifted/Talented Readers Programs
- Home School Market
- Children's Book Clubs, Libraries, Schools, Educational Programs
- Interest in Math and Reading
- Fantasy and Adventure Novel Readers
- Readers of *The Chronicles of Narnia*, *The Mysterious Benedict Society*, Lemony Snicket's *A Series of Unfortunate Events*

## Publishing Industry Events

BEA 2011  
ALA 2011  
MBA 2011  
Barnes & Noble Educator Day October 2011