

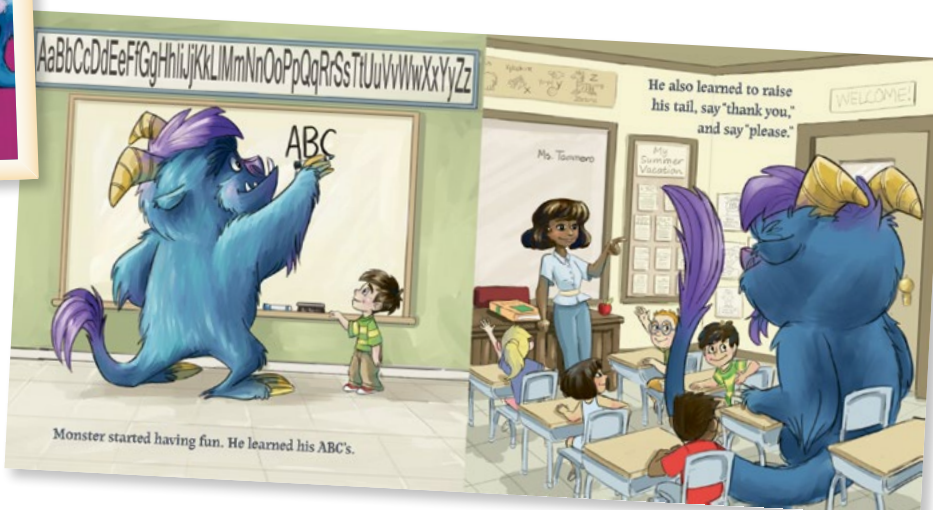
A back-to-school story about confidence, curiosity, and learning

Teaches young kids about new experiences, conquering fears, and standing up to bullies—even when they're friends



Monster is dreading his first day of school. But his classroom is full of new friends and so many fun things to learn that Monster forgets his fears in no time . . . until he catches his friends bullying. What will Monster do?

- ▶ A relatable message about growing and leading by example
- ▶ Stresses the importance of education to develop assertiveness, individuality, and social consciousness



Series Info

Growing up with Monster is fun! He has all sorts of things to learn and experience for the first time, and the young boy who takes care of him will help him along the way. Written in humorous, read-aloud verse, the **Monster & Me™** series builds character, social, and emotional learning skills through entertaining and memorable real-life situations.



Available Date	July 26, 2016
Title	<i>Monster Needs to Go to School</i>
Series	Monster & Me™
Author	Paul Czajak
Illustrator	Wendy Grieb
ISBN	978-1-938063-74-9 (hc) 978-1-938063-75-6 (ebook)
Specifications	Hardcover, 10 x 10 inches, 32 pages
Price	\$16.95
Publisher	Mighty Media Kids, an imprint of Mighty Media Press
Contact Info	Sammy Bosch, Marketing Director & Publicity 612.338.2075 x105, sammy@mightymedia.com

ORDER INFORMATION

Available from your local indie bookstore, chain, or online vendor
Publishers Group West/Perseus
 800.788.3123, orderentry@perseusbooks.com
 Also available from **national wholesalers**
 (Baker & Taylor, Ingram, Follett, or your favorite vendor)

Individuals
Trade Distributor

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www.mightymediapress.com



Paul Czajak got an F with the words “get a tutor” on his college writing paper and, after that, he never thought he’d become a writer. But after spending twenty years as a chemist, he knew his creativity could no longer be contained. Paul lives in New Jersey with his wife and two little monsters. In addition to the *Monster & Me™* series, he’s also the author of *Seaver the Weaver*, a contributor to *The Huffington Post*, and a reviewer for *The New York Journal of Books*.

www.paulczajak.com



Wendy Grieb is a professional working in the Los Angeles animation industry and teaching animation. 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. She lives in Yorba Linda, California.

“... a great book for teachers and parents to address the ‘beginning school jitters.’”

—Ellen Fischer, author of *If an Elephant Went to School*

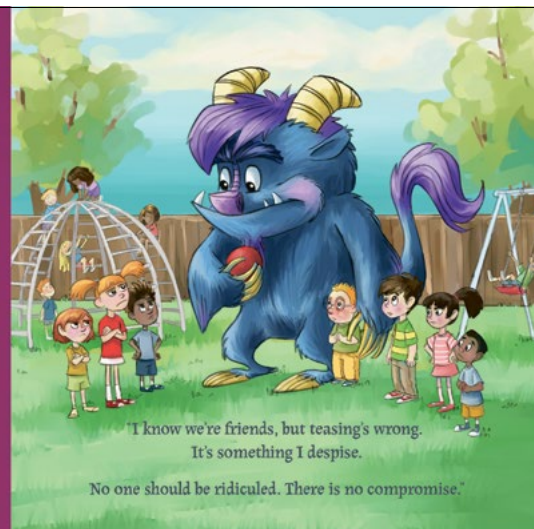
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He made some friends at recess, who invited him to play.



But when he saw them teasing, he spoke up without delay.



Marketing Information

Audience

- ▶ Back-to-School Market: Classroom and First Day of School Picture Books
- ▶ Year-Round Market: Anti-Bullying, School and Education, New Lifeskills Experiences and Self-Esteem
- ▶ Children Ages 2 to 8
- ▶ Teachers: Preschool/Kindergarten
- ▶ Librarians
- ▶ Learning Centers, Daycares, and After-School Programs
- ▶ Parents and Grandparents

Industry Events

- ▶ Children’s Book Week 2016
- ▶ BEA/BookCon 2016 and 2017
- ▶ ALA 2016 (*illustrator signing) and 2017
- ▶ Heartland Fall Forum 2016
- ▶ Twin Cities Book Festival 2016
- ▶ NCTE 2016
- ▶ EBMA 2017

Marketing Strategy

- ▶ **Release Date** June 2016
- ▶ **Author Events/Tours** across regional areas of CA, MN, MA, PA, NJ, and NY with emphasis on school-related storytime and events at bookstores, libraries, and schools (additional opportunities at children’s festivals and trade shows); participation in Skype in the Classroom
- ▶ **Promotional Materials** using back-to-school, educational, and anti-bullying themes, including shirts, buttons, and posters
- ▶ **Digital Marketing Presence** using *Monster & Me™* series websites (www.monstervotes.com; www.monsterwants.com), parallax stories, and additional interactive web content

Curriculum Standards Alignment

- ▶ **Meets Common Core Standards for English Language Arts** that support reading practice, fluency, comprehension, vocabulary, and creative writing
- ▶ **Correlates with State Curriculum Standards for Social Studies and Fine Arts**, introducing children to the French language, French painters, and Impressionism
- ▶ **FREE Downloadable Educator’s Guide** with language arts, classroom, and anti-bullying-themed activities to build and strengthen comprehension
- ▶ **Event Kit** is now available for the *Monster & Me™* series