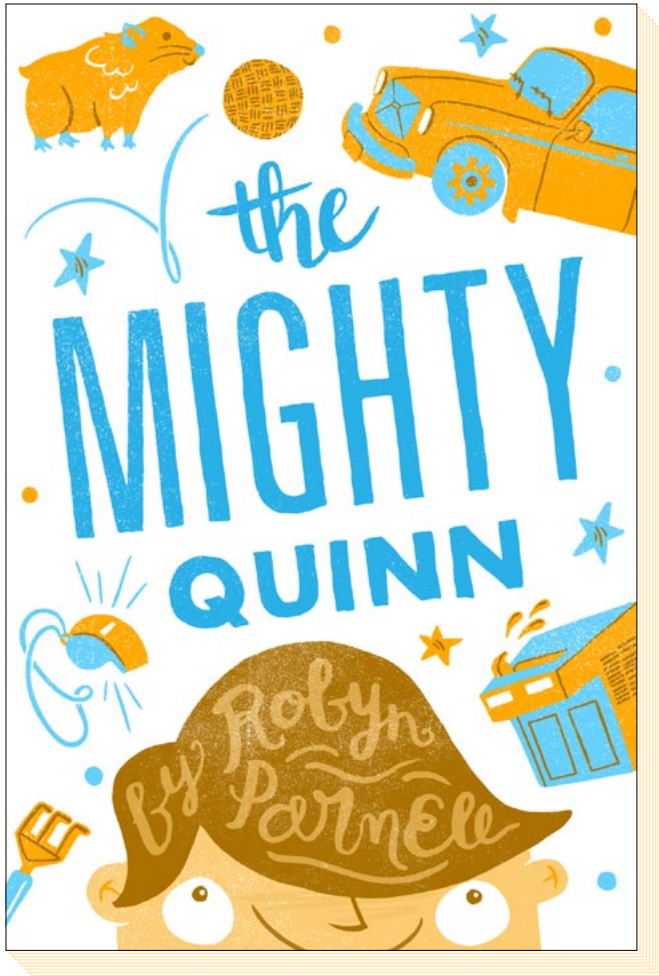


# In the chaos of fifth grade, just what does it take to be mighty?



Quinn Andrews-Lee feels anything but mighty, and faces a dismal school year. His little sister outshines him athletically and socially, he yearns for a service award his peers disdain. Not to mention charismatic bigot Matt Barker's goal in life is to torment Quinn and lure his friends to the dark side. When Quinn reports an act of vandalism, he finds himself accused of injuring Matt. Neally Standwell, a free-spirited new kid in Quinn's class, helps Quinn deduce who hurt Matt, but Matt would probably die—and would definitely lie—before admitting the truth.

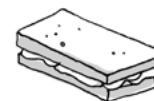
Through events both comical and poignant, Quinn and Neally solve the mystery just as everything seems to go wrong and manage to thwart a bully without becoming one in turn. And at the end of the day, the fabled ability to belch the entire alphabet might very possibly trump any award ever presented at Turner Creek School.

\* \* \*

**“An absolutely delightful read and such memorable characters! Tweens will identify with both Quinn and Neally and will still be thinking about them long after they close the book.”**

— Sandra McLeod Humphrey, Retired Clinical Psychologist and Children's Author

\* \* \*



Available Date  
Title  
Author  
Illustrators  
ISBN  
Specifications  
Price

May 14, 2013  
*The Mighty Quinn*  
Robyn Parnell  
Katie and Aaron DeYoe  
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Includes  
discussion  
questions &  
**35+**  
illustrations

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www.mightymediapress.com



**Robyn Parnell's** country/western-flavored song, "If You Can't Live Without Me Then Why Aren't You Dead?" mercifully remains unpublished and unrecorded; nevertheless, her fiction, essays, and poems have appeared in 90 books, magazines, anthologies, and journals. Publishing credits include her book of short fiction, *This Here and Now*, a children's picture book, *My Closet Threw a Party*, and now the middle-grade novel, *The Mighty Quinn*.

Robyn lives and writes in Hillsboro, Oregon, sharing her life with one husband, two children, four cats, one bearded dragon, one corn snake, one ball python, one goldfish, and innumerable dust bunnies.

**Katie & Aaron DeYoe** met while studying graphic design at the Minneapolis College of Art and Design. Though they are both full-time graphic designers, they spend most of their free time drawing, doodling, painting, and printing. They also enjoy riding their serendipitously matching red Schwinn's around Minneapolis.

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## Marketing Information

### Audience

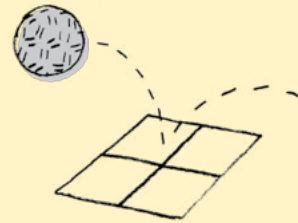
- Children ages 8–12
- Readers of the *Wimpy Kid* series & related books
- Librarians, teachers & parents
- Activity groups & book clubs
- Summer Reading
- Interest themes of bullying, tolerance & conservation
- Audubon & Conservation Societies
- Antibully groups/organizations
- Tolerance groups/organizations

### Marketing Strategy

- **Release Date** April 2013
- **Author Events/Tours** across OR, WA, & CA; particularly with schools, bookstores, conservation/learning events, parks, and museums
- **Antibullying Events** PACER, OLWEUS, etc.
- **Pitch Review and Feature Coverage in National & Regional Media** *Chicago Tribune*, *San Francisco Chronicle*, NPR Books, *The Horn Book*, *SLJ*, *LMC*, *PW*, *Kirkus*, *Fore-Word Reviews*, *Bookreporter*, *NY Times*, *Washington Post*, *BCCB*, *VOYA*, *Booklist*, *Midwest Book Review*, conservation publications

### Industry Events

- Children's Book Week
- ALA 2013
- Heartland Fall Forum 2013
- Twin Cities Book Festival 2013
- Pacific Coast Book Festivals
- Regional SCBWI Conferences



- **Pitch Local Media** *Portland Tribune*, *Oregon Herald*, *Oregonian*, WA & OR media outlets, *Star Tribune*, *Pioneer Press*, *MN Parents*, *Rain Taxi*, MPR, KFAI
- **Promotion Materials** to schools, libraries, clubs, activity groups, membership programs
- **Advertising Opportunities** *SLJ*, *PW*, *Time Out Kids*, parents/kids publications, conservation publications
- **Digital Marketing Presence** with interactive website for extra activities, cool conservation programs & news, book info, etc.; and strong social presence with Facebook, Twitter, & blogging

