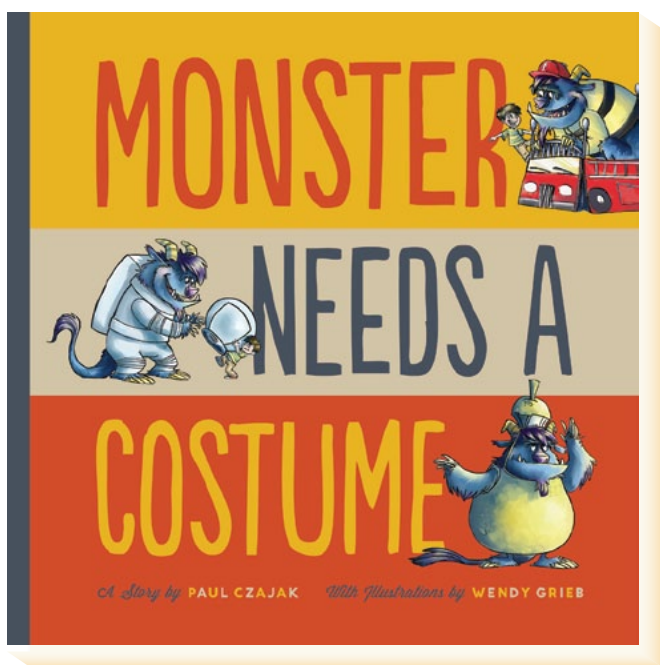


# A monstrously fun story about individuality and being creative

An amusing, unforgettable tale for youngsters—Perfect for Halloween!



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 narrative, Monster shows young readers that sometimes being different, daring to try something new, and being yourself are the best solutions.

Meets Common Core State Standards for English language arts that support reading practice, fluency, comprehension, vocabulary, and creative writing.

## Series Info

Growing up with Monster is always fun and always an adventure. 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 rhyme, the *Monster & Me* series builds character, social, and emotional learning skills through entertaining and memorable real-life situations. Perfect for shared and individual reading at home, in school, or in the library.

**“The bouncy rhymes and childlike enthusiasm of the monster in this story—plus his silly ultimate costume decision—are sure to get young kids giggling.”**

—Brian Lies, author of *Bats at the Ball Game*



Available Date  
Title  
Series  
Author  
Illustrator  
ISBN

Specifications  
Price  
Publisher  
Contact Info

September 3, 2013  
*Monster Needs a Costume*  
Monster & Me™, Book 1  
Paul Czajak  
Wendy Grieb  
978-1-938063-09-1 (tc) | 978-1-938063-07-7 (ebook)  
978-1-938063-08-4 (Nook Kids)  
Hard cover, 10 x 10 inches, 32 pages  
\$16.95  
Mighty Media Kids, an imprint of Mighty Media Press  
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**  
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**Also available from national wholesalers**  
(Baker & Taylor, Ingram, Follett, or your favorite vendor)

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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.

**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.

**Builds  
social and  
emotional  
learning skills**

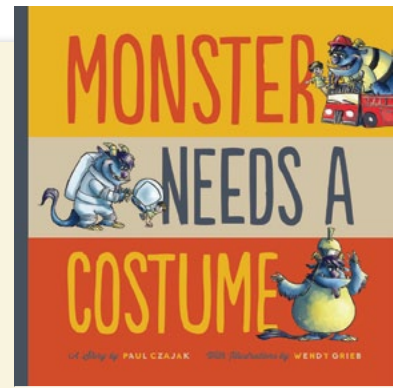
## Marketing Information

### Audience

- Children ages 2 to 6
- Teachers: Preschool/Kindergarten
- Librarians
- Learning Centers, Daycares & After-school programs
- Parents & Grandparents
- Special Holiday Market: Halloween

### Marketing Strategy

- **Release Date** August 2013 (Published to coincide with Halloween & fall season promotion)
- **Author Events/Tours** across regional area of MA and MN, with emphasis on storytime and events at bookstores, libraries, and schools (additional opportunities at children's festivals & trade shows); participation in Anoka, MN, Halloween activities
- **Pitch Review and Feature Coverage targeting National & Regional Media** *New York Times, Chicago Tribune, San Francisco Chronicle, NPR Books, The Horn Book, School Library Journal, Publishers Weekly, Kirkus Reviews, ForeWord Reviews, Bookreporter, Midwest Book Review, Booklist, Teacher Librarian, BCCB, & parents publications*



### Industry Events

- Heartland Fall Forum 2013
- Twin Cities Book Festival 2013
- Halloween Book Festival 2013/2014
- ALA 2013/2014
- Children's Book Week 2014
- **Pitch Local Media** *Boston Globe, Danvers, MA, media, Danvers Community Access Channel, Minneapolis Star Tribune, St. Paul Pioneer Press, MN Parents, MPR, KFAI*
- **Promotion Materials** using Halloween, monster, and learning themes
- **Advertising Opportunities** in *TL, SLJ, PW*, and parents/kids publications
- **Digital Marketing Presence** with strong social media representation through website, blogs, Facebook, Twitter, Pinterest, and more
- **Online Merchandising** using Goodreads, bloggers, and vendors for contests, giveaways, and reviews