

A glow of a tale for sleepy little monsters



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

“Featuring an endearing character children will adore, this imaginative book will be hard to put down ... even at bedtime!”

—Sudipta Bardhan-Quallen, author of *Pirate Princess* and *Chicks Run Wild*

By the
author of
**MONSTER NEEDS
A COSTUME**

Available Date
Title
Series
Author
Illustrator
ISBN

Specifications
Price
Publisher
Contact Info

It's time for bed, and Monster needs to go to sleep. But he just keeps finding more things to stay awake for! It isn't until Monster admits he is afraid of the dark that he finds a glowing solution to his nighttime problem. In this playful, rhyming story, Monster shows young readers that with a little help from a friend, the dark isn't that scary at all.

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.



April 8, 2013
Monster Needs His Sleep
Monster & Me, Book 2
Paul Czajak
Wendy Grieb
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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)

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Individuals
Trade Distributor

"I loved *Monster Needs His Sleep*—the perfect book for calming any night-fearing little monster."

—Paul Howard, illustrator of *The Owl Who Was Afraid of the Dark*



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.



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**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

Marketing Strategy

- **Release Date** March 2013
- **Author Events/Tours** across regional areas of MA and MN, with emphasis on storytime and costumed events at bookstores, libraries, and schools (additional opportunities at children's festivals & trade shows)
- **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*, *Library Media Connection*, *Junior Library Guild*, & parents publications

Industry Events

- IRA 2014
- PLA 2014
- Children's Book Week 2014
- ALA 2014
- Heartland Fall Forum 2014
- Twin Cities Book Festival 2014

- **Pitch Local Media** *Boston Globe*, *Boston Bay Parent*, *Danvers, MA media*, *Danvers Community Access Channel*, *Minneapolis Star Tribune*, *St. Paul Pioneer Press*, *MN Parents*, *MPR*
- **Advertising Opportunities** in *TL*, *SLJ*, *PW*, and parents/kids publications
- **Digital Marketing Presence** with strong social media representation through author's website, blogs, Facebook, Twitter, Pinterest, and more
- **Online Merchandising** Goodreads, bloggers, and vendors for contests, giveaways, and reviews
- Promotional Materials & Ancillary Products

"... Given the jaunty flow of the story and the humorous details on every page, put this at the top of the list for scary options come October."

—Kirkus Reviews, review of *Monster Needs a Costume*

"... Czajak's rhymes give the story energy and humor, as do Grieb's digital caricatures ..."

—Publishers Weekly, review of *Monster Needs a Costume*