

White Stag Press

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Barf's First Flight

Lessons In Helping Others

by Carolyn S. Newcomer

Children will immediately be engaged with the originality of *Barf's First Flight*, the first in an adventure series that takes children around the world. "The Adventures of a Sick Bag" book series appeals to the child's sense of humor in a different manner. Barf, a well-intentioned sick bag, desperately wants to help those in need. His friend, Tiny the Tissue, feels the same, but the pair never quite arrive in time to help. A cast of endearing characters, including Snooty French Linen and Peppy Dot on the Spot, bring to life a moral virtue in each story; helping instill in children a compassion for others while introducing them to a world beyond their own.

ISBN 13: 978-097925838-1 (Cloth)

Category: Children's Picture Books (1-8)

Price: US\$14.95

Format: Cloth, laminated cover

Trim: 8 x 10

Page count: 40

Illus: 16 color illustrations

Carton quantity: 30

Author/s resides: El Dorado Hills, CA

Competition:

- *The Big Blueberry Barf-Off!* (Pb), R. L. Stine (Author), \$6.99. HarperCollins (Mar. '08), ISBN-13: 978-0060785888
- *Captain Underpants Boxed* (Pb), by Dav Pilkey, \$19.95. The Blue Sky Press (Oct '08), ISBN-13: 978-0545084932
- *Walter The Farting Dog: Banned From the Beach* (Cl), William Kotzwinkle (Author), \$16.95. Dutton Juvenile (June '07), ISBN-13: 978-0525478126
- *The Holes in Your Nose (My Body Science)* (Pb), by Genichiro Yagyu, \$6.95. Kane/Miller Book Pub (June '05), ISBN-13: 978-1929132829
- *Rotten School #5: Shake, Rattle, and Hurl!* (Pb), \$6.99 by R.L. Stine, HarperCollins; (Dec. '08), ISBN-13: 978-0060788131

Sales Materials to support the book:

- Finished books and sample covers
- Color sales flyers and store posters

Marketing:

- Co-op available
- Feature articles in children's, travel, and parenting magazines, newspapers, and newsletters (print and on-line) with tie-ins for the 60th anniversary of the creation of the barf bag
- Sending publicity kit to top 200 general media outlets
- Sending review copies with publicity materials to top 50 relevant children's, parenting, and travel media outlets
- Author scheduled to do readings at schools, bookstores, and libraries
- Author scheduled to do demonstrations and performance skits at children's literacy and advocacy events
- News-wired releases for book launch and 60th anniversary "hook" to relevant media
- PMA co-op reviewer catalog mailings
- Campaign to enter the top awards programs

Sales Handles:

- Endorsed by educators, librarians, and child development psychologists
- 2009 is 60th anniversary of the barf bag
- Title is the first of four books to be released in the "The Adventures of a Sick Bag" book series
- Subject is treated with respectful humor, giving parents a positive tool to teach courtesy and moral lessons to kids