

White Stag Press

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In Grandpa's Hands

A Child's Celebration of Family

In Grandpa's Hands is designed to promote communication and the emotional connectedness that comes from a nurturing relationship of fundamental importance. *In Grandpa's Hands* celebrates the relationship between Grandpas and their grandchildren. Beautifully illustrated with 14 pencil drawings, this book is a work of art that communicates the reassurance of a caring relationship, a sense of well-being, and a sense of future.

ISBN 13: 978-097925835-0 (Cloth)

Category: CHILDREN'S (1-8) / Parenting /
Cross generational

Price: US\$13.95

Format: Cloth, laminated cover and jacket

Trim: 9 x 9

Page count: 32

Illus: 14 art pencil drawings

Carton quantity:

Author/s resides: Sacramento

Illustrator resides: Napa Valley CA

Competition:

- *Thank You, Grandpa*. Cl, by Lynn Plourde (Author), Jason Cockroft (Illustrator), \$15.95. Dutton Juvenile (Mar. '03) ISBN-13: 978-0525469926
- *Grandma, Grandpa and Me: Stuff Kids Tell Us*. Cl, by Stuart Hample, \$7.95. Workman; Gift (July '97) ISBN-13: 978-0761107675
- *Tradin' Tales With Grandpa: A Kid's Guide for Intergenerational Storytelling* Pb, by Vivian Dubrovin (Author), Bobbi Shupe (Illustrator) \$15.95. Storycraft Pub. (Apr. '00) ISBN: 978-0963833945
- *Remembering My Grandparent: A Kid's Own Grief*. Cl, by Nechama Liss-Levinson, \$16.95. Skylight Paths Publishing (Oct. '06) ISBN-13: 978-1594732126
- *Finding Grandpa Everywhere: A Young Child Discovers Memories of a Grandparent*. Pb, by John Hodge (Author), Susan Aitken (Illustrator) \$6.95. Centering Corp. Oct. '98, ISBN-13: 978-1561231256

Sales Materials to support the book:

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

Marketing:

- Co-op available
- Advertising in consumer parenting media outlets starting June 2008
- Feature articles being written and placed for launch in major senior and parenting magazines, newspapers, and newsletters
- Articles and tie-ins with Father's Day and Grandparent's Month (September)
- Sending publicity kit to top 250 general media outlets
- Sending review copies with publicity materials to top 100 relevant senior, parenting, and cross generational media outlets
- Author and illustrator scheduled to do readings and art demonstrations in bookstores, senior centers, libraries, and schools.
- News-wired press releases for book launch to top 350 relevant media outlets
- 2 PMA targeted reviewer catalog mailings
- KSB Promotions agency will handle national publicity launch and follow up
- Aggressive campaign to enter the top 10 awards programs.

Sales Handles:

- The strongest endorsements for a book of this type and category (Educators, librarians, doctors, experts in child development, celebrities, and politicians)
- June 15 is Father's Day
- September is Grandparent's month
- Professional, award-winning illustration
- Author is a respected expert and public speaker for civic and governmental groups on parenting and cross-generational issues.
- Author has previously published a similar book through McGraw Hill