

White Stag Press

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Johnny Art

The Art of Johnny Swager

Johnny Art is about the life and art-making of seven year old Johnny Swager. Johnny is an extremely gifted boy who is not intimidated by any subject. His work exhibits a confidence rarely seen in children and a freshness that only a child can bring to the canvas. Collectors, art teachers, and critics are captivated with Johnny's ability to render subjects with such maturity and painterly skills.

Johnny Art is divided into two sections—biography and gallery. Johnny's short career requires only ten pages, while the gallery displays a diversity of work (37 original pieces) ranging from bugs, animals, farms, buildings, lighthouses, landscapes, still-lives, and people.

Also, he has written and illustrated a new book, *My Saturday Adventure*. It is the first in a series called, Johnny's Adventure Books. *Johnny Art* is being released along with *My Saturday Adventure*.

ISBN 13: 978-097925836-7 (Cloth)

Category: ART/ Children's Art / Biography
Child Artist

Price: US\$29.95

Format: Cloth, laminated cover

Trim: 8.5 x 11h

Page count: 64, full-color throughout

Illus: 35 photos and 37 original paintings

Carton quantity:

Author/Artist resides: Liberty Lake
Washington

Competition:

- *The Child's Creation of A Pictorial World, 2nd Ed.* Pb, by Claire Golomb, \$55.95. Lawrence Erlbaum (July '03) ISBN: 978-0805843729
- *Child Art in Context: A Cultural and Comparative Perspective.* Cl, by Claire Golomb, \$49.95. American Psychological Association, (May '02) ISBN: 978-1557989031

Sales Materials to support the book:

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

Marketing:

- Co-op available
- Advertising in art media outlets starting October 2008
- Book launch media kit going out to top 350 relevant media outlets, freelancers, reviewers, and editors
- Feature articles being written and placed for launch in major art, children's, parenting magazines, newspapers, and newsletters
- Sending review copies with publicity materials to top 100 relevant art, children's, and parenting media outlets
- Child-artist/author scheduled to do readings and art demonstrations in bookstores, libraries, and schools.
- News-wired press releases for book launch to top 100 relevant media outlets
- 3 PMA targeted reviewer catalog mailings
- Publisher has hired KSB Promotions agency to handle national publicity for book launch
- Swager's agent has hired a publicity firm to book interviews on national broadcast entertainment shows

Sales Handles:

- Child artist/story-writer phenomenon
- Well funded national consumer publicity campaign
- The most unique child art book—not another how-to-paint book for children
- Swager is writing and illustrating a series of his own children's picture books.