

White Stag Press

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My Saturday Adventure

A “Johnny’s Adventure Books” Book
Written and Illustrated by Johnny Swager

Seven-year-old Johnny Swager has written and illustrated his first book, *My Saturday Adventure*. It is the first in a series called, “Johnny’s Adventure Books”. A biography of this young artist, *Johnny Art: The Art of Johnny Swager*, is being released along with this title.

My Saturday Adventure is about a day in the life of a young boy as he explores his backyard world of bugs, animals, and plants. The main character discovers many critters and captures several of them in jars. As he tries to keep his new friends, his dad teaches him an important lesson in how nature works and how we, even little boys, are to respect and take care of the creatures that co-inhabit our world.

Johnny’s work exhibits a confidence rarely seen in children and a freshness that only a child can bring to the canvas and the written word. Collectors, art teachers, and critics are captivated with his ability to render subjects with such maturity and painterly skills.

ISBN 13: 978-097925837-4 (Cloth)

Category: Children’s Picture Book/ Child Artist

Price: US\$19.95

Format: Cloth, laminated cover

Trim: 8.5 x 11h

Page count: 32, full-color throughout

Illus: 17 original color drawings

Carton quantity: 30

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.