

White Stag Press

a division of Publishers Design Group, Inc.

A Great Time

Poetry in Russian and English

A Great Time is an enchanting, poetic foray into a world of imagination in which children are taught timeless truths by bugs, animals, plants, and the sun. These fun-filled, character-building messages spark hope and joy in children, while helping them to better understand how precious life is and the importance of friendships, showing courtesy, and sharing with others. The Russian-inspired, full-color illustrations and poetry richly capture the heart of these simple lessons.

ISBN 13: 978-097925832-9 (Cloth)

Category: CHILDREN'S / Picture /
Poetry / Dual-language

Price: US\$19.95 (CI)

Format: Cloth, laminated cover

Trim: 8 x 10h

Page count: 32

Illus: 30+, all color

Carton quantity: 48

Author/s resides: San Francisco

Illustrator resides: San Francisco

Competition:

- *The Icicle*, by Valery Voskoboinikov. Pb \$16.95. The Reading Corner (Mar. '07) ISBN: 1931854416
- *Russian Girl: Life in an Old Russian Town*, by Russ Kendall, CI \$14.95, Scholastic Trade, (Mar. '94) ISBN: 0590457896
- *The Sea King's Daughter: A Russian Legend* by Aaron Separd with illustrator Gennady Spirin. CI \$17.95. Atheneum (Oct. '97). ISBN: 0689807597
- *The Tale of the Firebird*, by illustrator and author Gennady Spirin. CI \$16.95, Philomel (Sept. '02) ISBN: 0399235841

Sales Materials to support the book:

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

Marketing:

- Co-op available
- Advertising in Russian and Jewish community newspapers and on Russian TV stations in cities with major Russian / American populations: San Francisco, Sacramento, Los Angeles, New York, and Chicago
- Feature articles being written and placed for launch in major adoption and parenting magazines, newspapers, and newsletters
- Sending review copies with publicity materials to top 100 general media outlets
- Sending review copies with publicity materials to top 30 relevant multi-cultural and adoption media outlets
- Author and illustrator scheduled to do readings, children's theatre, and art demonstrations in bookstores, cultural centers, libraries, and schools in the five targeted metropolitan areas.
- News-wired press releases for book launch
- 2 PMA targeted reviewer catalog mailings
- KSB Promotions Agency will handle national publicity launch

Sales Handles:

- 4,000+ Russians adopted annually in U.S.
- 50,000 Americans have adopted Russian children under the age of eight
- Over 500,000 native Russian immigrants in U.S. major cities
- Book helps Adopted children stay connected with heritage.
- Professional, award-winning illustration
- Contains poetry that teaches strong social morals