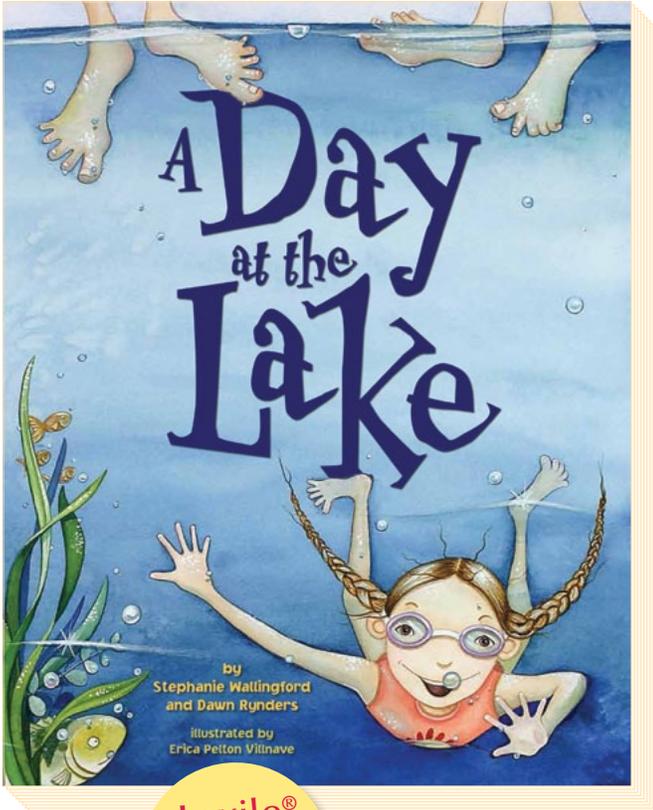


# FLOP, SPLASH, & JIG your way through this whimsical trip to the lake



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Available Date  
Title  
Authors  
Illustrator  
ISBN

Specifications  
Price

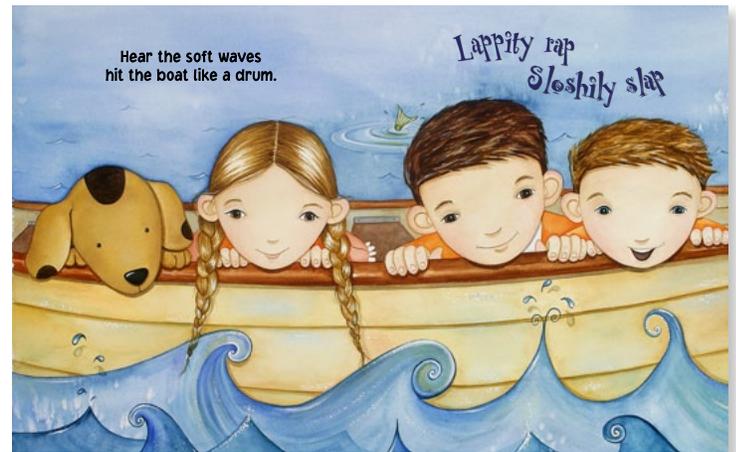
Publisher  
Contact Information

Order Information  
Individuals  
Trade Distributor

THUMP, BUMP, FLIP, & ZIP! Jump in with your senses and play with rhymes as you experience the waves, the boats, and the many animals. This cheery book follows three children as they enjoy the simple pleasures and rare glimpses that nature offers us around the lake.



*A Day at the Lake* is told using all five senses, and teaches children vowels and sound effects. Contemporary, large, and brightly colored illustrations bring this story to life. Simple, short text leaves much to the reader's imagination as they experience their own day at the lake. Heavy-weight, high-quality cover and interior paper allow endless hours of exploration and reading pleasure.



March 20, 2013  
*A Day at the Lake*  
Stephanie Wallingford & Dawn Rynders  
Erica Pelton Villnave  
978-1-938063-03-9 (tr) / 978-1-938063-04-6 (ebook)  
Look for the NOOK Kids book!  
Quality trade paper, 8 x 10 inches, 32 pages  
\$10.95  
Printed and manufactured in the U.S.A.  
Mighty Media Kids, an imprint of Mighty Media Press  
Sammy Bosch, Marketing Director & Publicity  
612.338.2075 x105, sammy@mightymedia.com

Available from your local indie bookstore, chain, or Amazon  
Publishers Group West/Perseus Book Group  
800.788.3123, orderentry@perseusbooks.com  
Also available from national wholesalers (Baker & Taylor, Ingram, Follets, or your favorite vendor)

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www.mightymediapress.com



**Stephanie Wallingford** grew up writing poems, singing, playing the piano, and making messes with art supplies and scotch tape. Wallingford first majored in English and completed

her coursework with a degree in business administration. Wallingford lives in picturesque Minnetonka, Minnesota, with the love of her life and has three children, Allegra, Anissa, and Aidan. She enjoys trendspotting and reading about fashion, nutrition, technology, and business and is an avid yoga practitioner and enthusiast.



**Dawn Rynders** fondly remembers her quaint childhood. It was filled with tagging along after her parents on the farm, riding her elderly Shetland pony, Trigger, and well-loved

afternoons at the lake with her grandmother—all great subject matters for her writing. After receiving her BA in creative writing at Dordt College, Sioux Center, IA, Dawn moved to Minneapolis, MN. There, tucked between the shores of Lake Minnewashta and Lake Minnetonka, she and her husband, Eric, raise and enjoy their three children, Henry, Beatrice, and Simon.



**Erica Pelton Villnave** began her involvement in children’s literature at The Maryland Institute College of Art where she studied illustration. Erica shares her home in upstate New York with her husband, her one-year-old son, two cats, and two very large dogs. When she isn’t working on an illustration, Erica enjoys working on other craft projects like painting furniture and sewing. She also loves exploring the outdoors, gardening, and taking long road trips to places she has never been.



www.mightymediapress.com

## Marketing Information

### Audience

- Children ages 2 to 6
- Vacationing families (lake/cabin trips, camping, etc.)
- Local, regional, and national lake communities/small towns
- Gift guides/Gift shops/Souvenir shops
- Regional interest
- Preschool educators

### Marketing Strategy

- **Release Date** February 2013
- **Author Events/Tours** across regional & lake areas, particularly MN Metro area, Northern MN, Wisconsin, Michigan, Iowa, Illinois, etc.
- **Pitch Review and Feature Coverage in National & Regional Media** *Chicago Tribune, San Francisco Chronicle, NPR Books, The Horn Book, SLJ, PW, LMC, Kirkus, Fore-Word Reviews, Bookreporter, NY Times, Booklinks, BCCB, Midwest Book Review*

### Industry Events

- Children’s Book Week
- Minneapolis Aquatennial 2013
- ALA 2013
- Heartland Fall Forum 2013
- Twin Cities Book Festival 2013
- Regional SCBWI Conferences

- **Pitch Local Media** *Star Tribune, Pioneer Press, MN Parents, MN Monthly, City Pages, Rain Taxi, MPR, WCCO, KFAI, KARE11, MN metro publications & media*
- **Promotion Materials** to schools, libraries, clubs, lake towns, & gift shops
- **Advertising Opportunities** *SLJ, PW, Parent/Kids publications, and environmental publications*
- **Digital Marketing Presence** with interactive website for extra games, lakeside fun & facts, and book information; strong Facebook presence with title fan page

