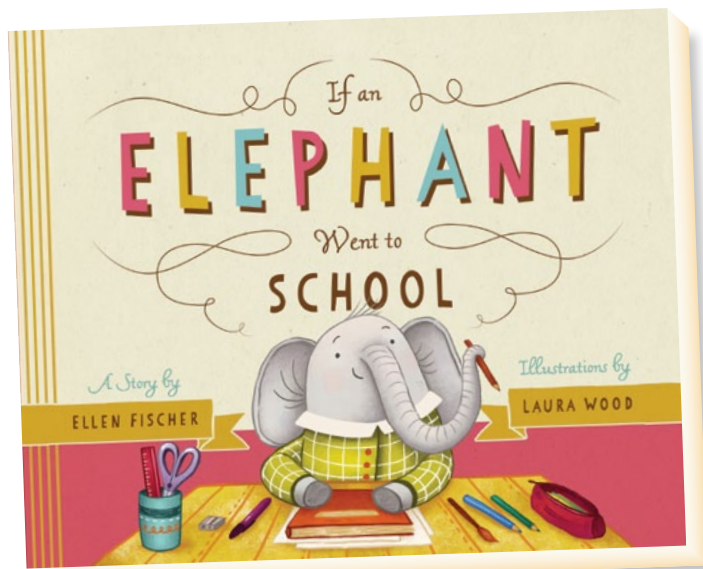


# TROT! HOP! BUZZ!

A funny and factual back-to-school read-aloud for kids

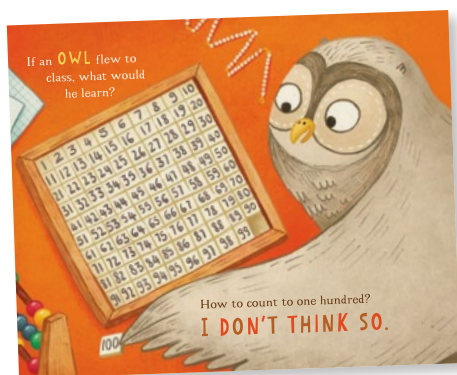
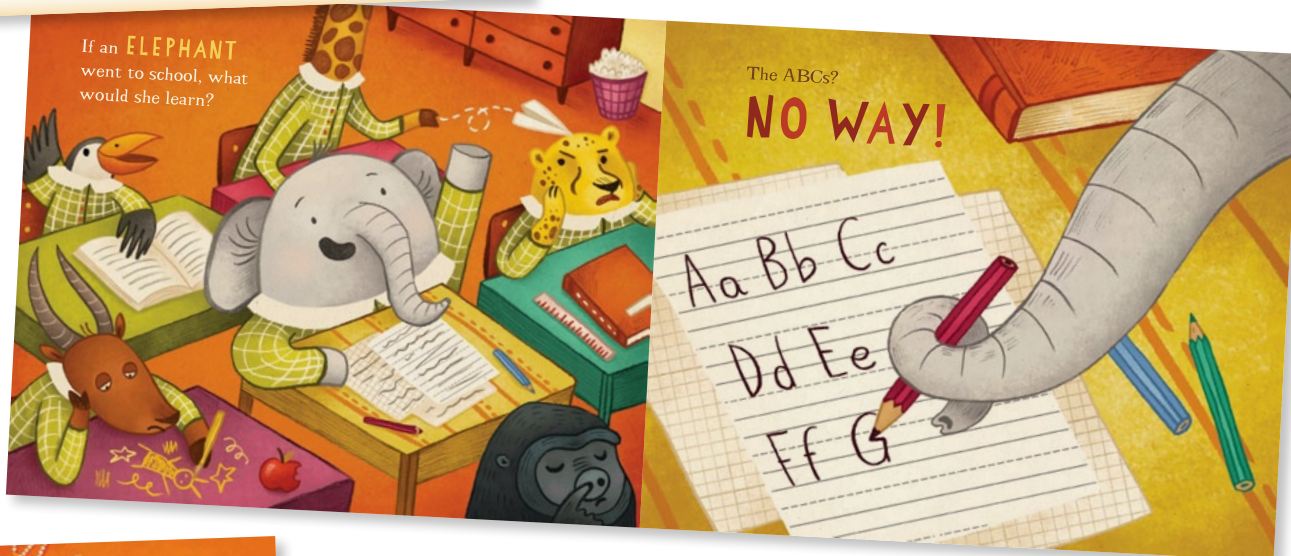


Would an elephant learn the ABCs if she went to school? No way! She would learn to use her trunk as a nose, a straw, a hand, and a hose!

Through a series of questions and answers, readers learn about animals and their unique behaviors. And in the end, you might find yourself asking just what would you learn.

**“If a child reads Ellen Fischer’s new book *If an Elephant Went to School*, what will he learn? That child will learn lots of unusual and interesting things about animal behaviors. What a fun book to find at a zoo—or anywhere!”**

—Rod Hansen, Gift Shop Manager at the St. Louis Zoo



Available Date	August 11, 2015
Title	<i>If an Elephant Went to School</i>
Author	Ellen Fischer
Illustrator	Laura Wood
ISBN	978-1-938063-61-9 (tc)   978-1-938063-62-6 (ebook)
Specifications	Hardcover, 10 x 8 inches, 32 pages
Price	\$14.95
Publisher	Mighty Media Kids, an imprint of Mighty Media Press
Contact Info	Sammy Bosch, Marketing Director & Publicity 612.338.2075 x105, sammy@mightymedia.com

Individuals  
Trade Distributor

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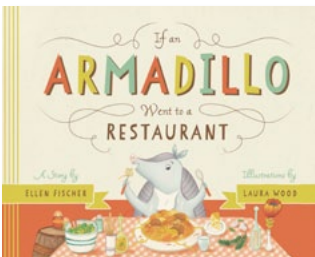


**Ellen Fischer** grew up in St. Louis, Missouri, but has been a North Carolina Tar Heel for over thirty years. Professionally, she always knew she wanted to work with children, and so she became a teacher and children's author. She has taught elementary age children for over twenty years and is the mother of three.



**Laura Wood** is a freelance illustrator currently living in England. It is amongst eucalyptus trees in Australia that she started dedicating all her energy to illustration. She likes to combine both digital and traditional dry media to create childlike pictures with a sunny style and a folksy feeling.

**The companion to *If an Armadillo Went to a Restaurant***



## Marketing Information

### Audience

- ▶ Year-round market: schools, libraries, bookstores, education retail, science & children's museums
- ▶ Children ages 2 to 6
- ▶ Teachers: Preschool/Kindergarten
- ▶ Librarians
- ▶ Learning Centers, Daycares, & After-school programs
- ▶ Parents & Grandparents

### Marketing Strategy

- ▶ **Release Date** July 2015
- ▶ **Author Events/Tours** throughout NC, MO, and OR, with emphasis on animal story-time and events at bookstores, libraries, and schools (additional opportunities at children's festivals and trade shows); participation in Skype in the Classroom
- ▶ **Promotional Materials** using classroom and animal themes

### Industry Events

- ▶ ALA 2015
- ▶ Heartland Fall Forum 2015
- ▶ Twin Cities Book Festival 2015
- ▶ PLA 2016
- ▶ Children's Book Week 2016
- ▶ BEA 2016
- ▶ IRA 2016

### Curriculum Standards Alignment

- ▶ **Meets Common Core Standards for English language arts** that support reading practice, fluency, comprehension, vocabulary, and illustration to text
- ▶ **Meets Next Generation Standards for Science comprehension** regarding animal behaviors, body parts, and their functions
- ▶ **FREE downloadable Educator's Guide** with language arts, school, and animal science activities to support and enrich comprehension