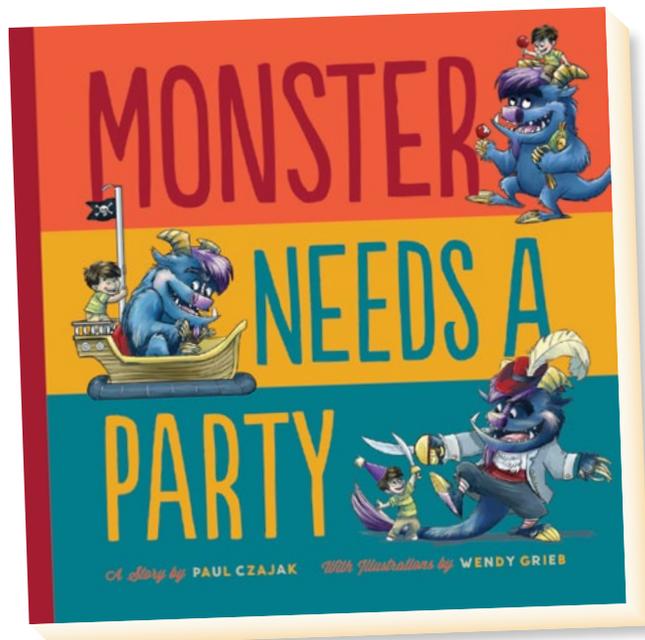


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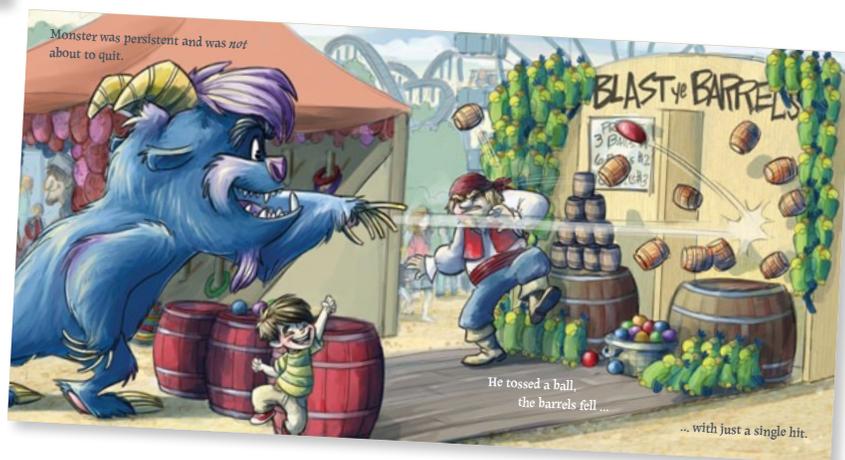
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Series Info

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Available Date April 14, 2015
Title *Monster Needs a Party*
Series Monster & Me™
Author Paul Czajak
Illustrator Wendy Grieb
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Paul Czajak got an 'F' with the words "get a tutor" on his college writing paper and after that, never thought he'd become a writer. But after spending twenty years as a chemist, he knew his creativity could no longer be contained. Living in Massachusetts with his wife, and two little monsters, Paul has rediscovered his passion for writing and looks forward to sharing his stories for years to come.

www.paulczajak.com



Wendy Grieb is a professional working in the Los Angeles animation industry and teaching animation. She is also an Annie Award winning storyboard artist, who has worked as a developmental artist, illustrator, and character designer for companies such as Disney, Nickelodeon, Sony, Klasky-Csupo, White Wolf, and more.

"This book makes me not scared of monsters anymore. I would love to meet the monster in this book; I think we could be friends."

—Ben, Age 3, *City Book Review*



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"Let's celebrate with all my friends and have a pirate party.

With treasure maps and gold doubloons
we'll have some fun me-hearty!"

"This book is a party! It is fun, imaginative, and playful. It is also a treasure. The very best kind . . . a brilliant book that kids will love and want to reread again and again."

—Ben Clanton, author of *Mo's Mustache*

"Paul Czajak's charming, memorable verse and Wendy Grieb's gorgeous illustrations breathe such life into the sweet relationship of this boy and his monster . . . The *Monster & Me* books are a treasure."

—Dan Povenmire, Co-Creator of *Phineas and Ferb*, review of *Monster Needs a Christmas Tree*

Marketing Information

Audience

- ▶ Year-Round Market: Birthdays, Parties, and Celebrations
- ▶ Children ages 2 to 6
- ▶ Teachers: Preschool/Kindergarten
- ▶ Librarians
- ▶ Learning Centers, Daycares, & After-school programs
- ▶ Parents & Grandparents

Industry Events

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

Marketing Strategy

- ▶ **Release Date** March 2015
- ▶ **Author Events/Tours** across regional areas of MA and MN, with emphasis on (pirate) costumed storytime and events at bookstores, libraries, and schools (additional opportunities at children's festivals & trade shows)
- ▶ **Promotion Materials** using birthday, celebration, and pirate themes

Common Core Standards Alignment

- ▶ **Meets Common Core Standards for English language arts** that support reading practice, fluency, comprehension, vocabulary, and creative writing.
- ▶ **FREE downloadable Educator's Guide** with language arts, math, and social studies activities to build and strengthen comprehension