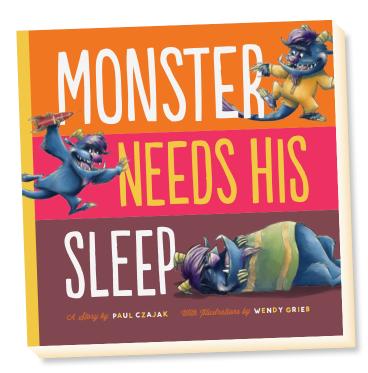
A glow of a tale for sleepy little monsters



It's time for bed, and Monster needs to go to sleep. But he just keeps finding more things to stay awake for! It isn't until Monster admits he is afraid of the dark that he finds a glowing solution to his nighttime problem. In this playful, rhyming story, Monster shows young readers that with a little help from a friend, the dark isn't that scary at all.

Series Info

Growing up with Monster is always fun and always an adventure. He has all sorts of things to learn and experience for the first time, and the young boy who takes care of him will help him along the way. Written in humorous, read-aloud rhyme, the *Monster & Me* series builds character, social, and emotional learning skills through entertaining and memorable real life situations. Perfect for shared and individual reading at home, in school, or in the library.

 Meets Common Core Standards for English language arts that support reading practice, fluency, comprehension, vocabulary, and creative writing.

"Featuring an endearing character children will adore, this imaginative book will be hard to put down ... even at bedtime!"

—Sudipta Bardhan-Quallen, author of *Pirate Princess* and *Chicks Run Wild*





Available Date Title Series Author Illustrator ISBN

Specifications Price Publisher Contact Info

Individuals

Trade Distributor

April 8, 2013

Monster Needs His Sleep

Monster & Me, Book 2

Paul Czajak

Wendy Grieb

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Sammy Bosch, Marketing Director & Publicity

ORDER INFORMATION

Available from your local indie bookstore, chain, or online vendor Publishers Group West/Perseus 800.788.3123, orderentry@perseusbooks.com

Also available from national wholesalers
(Baker & Taylor, Ingram, Follett, or your favorite vendor)

612.338.2075 x105, sammy@mightymedia.com



www.mightymediapress.com

"I loved Monster Needs His Sleep—the perfect book for calming any nightfearing little monster."

—Paul Howard, illustrator of The Owl Who Was Afraid of the Dark



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.



Wendy Grieb is a professional working in the Los Angeles animation industry. 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.



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Marketing Information

Audience

- Children ages 2 to 6
- Teachers: Preschool/Kindergarten
- Librarians
- Learning Centers, Daycares, & Afterschool programs
- Parents & Grandparents

Marketing Strategy

- Release Date March 2013
- Author Events/Tours across regional areas of MA and MN, with emphasis on storytime and costumed events at bookstores, libraries, and schools (additional opportunities at children's festivals & trade shows)
- Pitch Review and Feature Coverage targeting National & Regional Media New York Times, Chicago Tribune, San Francisco Chronicle, NPR Books, The Horn Book, School Library Journal, Publishers Weekly, Kirkus Reviews, ForeWord Reviews, Bookreporter, Midwest Book Review, Booklist, Teacher Librarian, BCCB, Library Media Connection, Junior Library Guild, & parents publications

Industry Events

- IRA 2014
- PLA 2014
- Children's Book Week 2014
- ALA 2014
- Heartland Fall Forum 2014
- Twin Cities Book Festival 2014
- Pitch Local Media Boston Globe, Boston Bay Parent, Danvers, MA media, Danvers Community Access Channel, Minneapolis Star Tribune, St. Paul Pioneer Press, MN Parents, MPR
- Advertising Opportunities in TL, SLJ, PW, and parents/kids publications
- Digital Marketing Presence with strong social media representation through author's website, blogs, Facebook, Twitter, Pinterest, and more
- Online Merchandising Goodreads, bloggers, and vendors for contests, giveaways, and reviews
- Promotional Materials & Ancillary Products
- "... Given the jaunty flow of the story and the humorous details on every page, put this at the top of the list for unscary options come October."
- —Kirkus Reviews, review of Monster Needs a Costume
- "... Czajak's rhymes give the story energy and humor, as do Grieb's digital caricatures ..."
- —Publishers Weekly, review of Monster Needs a Costume