

A festive new book
in the Monster & Me™ series

A wintery whirlwind for every little monster's holiday



It's almost Christmastime, and Monster needs a tree. But the holidays are filled with joy and so many fun things to do! After snowballs, sleds, and Santa Claus, will he find a tree in time? In this festive, rhyming story, Monster shows young readers that with a little creativity, a tree can be perfect any way you look at it.

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.

Other books in this series include *Monster Needs a Costume* and *Monster Needs His Sleep*.

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

"The gifted duo of Paul Czajak and Wendy Grieb has done it again. *Monster Needs a Christmas Tree* is a beguiling book. The story is charming, the illustrations are great fun, and the design is superb. I know what I'm getting all the monsters in my life for Christmas."

—Ben Clanton, author of *Vote for Me*, *The Table Sets Itself*, and *Mo's Mustache*



Available Date	September 2, 2014
Title	<i>Monster Needs a Christmas Tree</i>
Series	Monster & Me™
Author	Paul Czajak
Illustrator	Wendy Grieb
ISBN	978-1-938063-46-6 (tc) / 978-1-938063-47-3 (ebook) 978-1-938063-48-0 (Nook Kids)
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Contact Info	Sammy Bosch, Marketing Director & Publicity 612.338.2075 x105, sammy@mightymedia.com

Individuals
Trade Distributor

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)

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“Monster Needs a Christmas Tree has all the wit and fun of the other awesome books in the Monster & Me series while having the added sparkle of holiday charm!”

—Jill Daniels, Art Director, Disney Animation



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.



Marketing Information

Audience

- Holiday Market: Christmas
- Children ages 2 to 6
- Teachers: Preschool/Kindergarten
- Librarians
- Learning Centers, Daycares, & After-school programs
- Parents & Grandparents

Marketing Strategy

- **Release Date** August 2014 (Published to coincide with Christmas and fall season promotion)
- **Author Events/Tours** across regional areas of MA and MN, with emphasis on storytime and events at bookstores, libraries, and schools (additional opportunities at children’s festivals & trade shows); participation in Christmas-related activities
- **Pitch Review and Feature Coverage targeting National & Regional Media** *New York Times, Chicago Tribune, LA Times, San Francisco Chronicle, NPR Books, The Horn Book, School Library Journal, Publishers Weekly, Kirkus Reviews, ForeWord Reviews, Bookreporter.com, Midwest Book Review, Booklist, Teacher Librarian, BCCB, Library Media Connection, Junior Library Guild, & parents publications*

Industry Events

- IRA 2014/2015
- PLA 2014/2016
- ALA 2014
- Heartland Fall Forum 2014
- Twin Cities Book Festival 2014
- Children’s Book Week 2015

- **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*
- **Promotion Materials** using Christmas, monster, and winter themes
- **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** using Goodreads, bloggers, and vendors for contests, giveaways, and reviews
- **Ancillary Product Development**