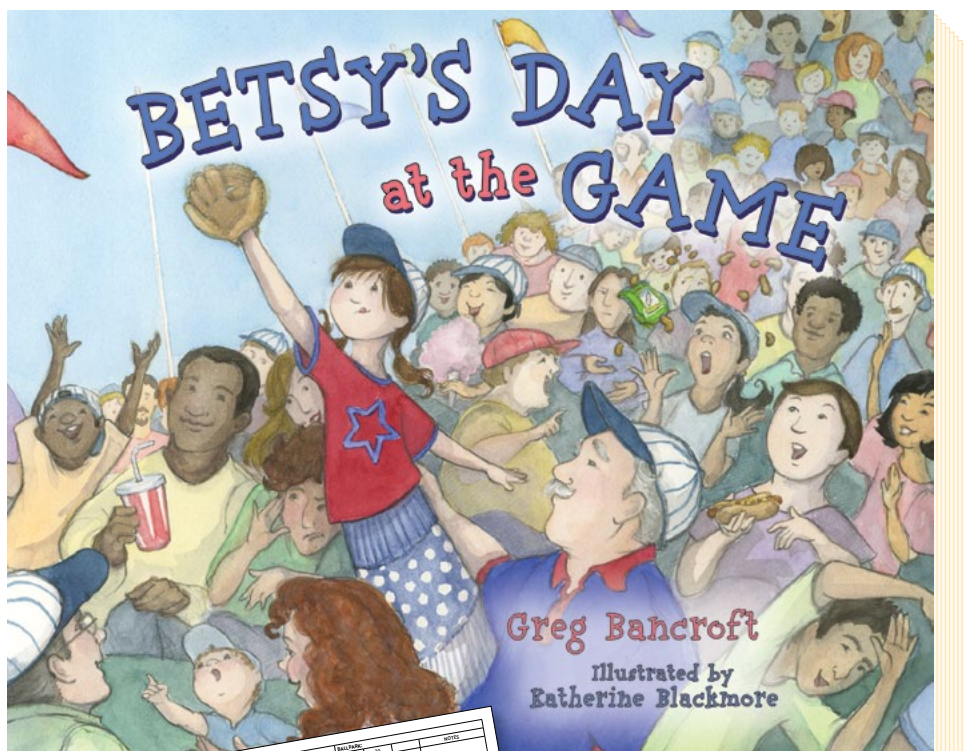


Take it out to the ball game in this story of keeping score



Betsy loves hanging out with her grandfather, especially at the ballpark. Today is another game day, and Betsy is ready to show her grandpa all she's learned about keeping score. Best of all, some exciting things are about to happen at today's game. As the anticipation builds, Betsy keeps track of it all—foul balls, home runs, and favorite players.

This heartwarming, intergenerational story about a family tradition and America's favorite pastime encourages kids to share their memories with their families and teaches them how to fill out a scorecard.

Heavy-weight, high-quality cover and interior paper provide a durable and sturdy book for years of use and enjoyment.

"Betsy's Day at the Game is a sweet story about family tradition and the art of keeping score."

— Kurtis Scaletta, author of *Mudville* and *The Topps League* series

Available Date

April 9, 2013

Title

Betsy's Day at the Game

Author

Greg Bancroft

Illustrator

Katherine Blackmore

ISBN

978-1-938063-01-5 (tr) / 978-1-938063-02-2 (ebook)

Look for the NOOK Kids Book!

Specifications

Quality trade paper, 10 x 8 inches, 40 pages

Price

\$13.95

Printed and manufactured in the U.S.A.

Publisher

Mighty Media Kids, an imprint of Mighty Media Press

Contact Information

Sammy Bosch, Marketing Director & Publicity

612.338.2075 x105, sammy@mightymedia.com

Order Information

Individuals

Available from your local indie bookstore, chain, or Amazon

Trade Distributor

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)

mighty media KIDS

www.mightymediapress.com



Gregory Bancroft, an avid baseball fan, shares an experience of going to a game that mirrors his own time spent with his kids. Growing up, Greg loved playing baseball in the summers. He holds degrees from the University of Minnesota, Yale, and Luther Seminary. He and his wife live in Minneapolis near Lake Nokomis, while his children and grandchildren are scattered across the country.

* * *

Katherine Blackmore has a BFA in Illustration from the Cleveland Institute of Art. She has been a professional artist for 20 years. Her screen credits include: *The Hunchback of Notre Dame*, *Mulan*, *Tarzan*, *Lilo & Stitch*, and *Brother Bear*. She currently teaches 2-D animation at a university in Orlando, FL. Katherine has numerous hobbies and especially enjoys reading, gardening, traveling, yoga, and hang gliding. She resides in Edgewood, FL with her husband, Eric, and their three cats.

Marketing Information

Audience

- Children ages 6–10 (especially girls!)
- Multigenerational (grandparents & parents)
- Baseball fans
- Hometown ball teams
- Schools / Clubs / Sports groups & academies
- Gift guides

Industry Events

- Children's Book Week
- ALA 2013
- Heartland Fall Forum 2013
- Twin Cities Book Festival 2013
- TwinsFest 2014
- Regional SCBWI Conferences

Marketing Strategy

- **Release Date** March 2013
- **Author Events/Tours** across regional & national areas, particularly MN metro, Northern MN, IA, WI, IL, etc., with heavy community involvement & family atmospheres
- **Hometown Team Opportunities** with Saint Paul Saints for Reading Tree & Family Days, Silver Slugger games, concourse & newscard advertising, stadium shop sales, etc.; plans to partner with more hometown & minor league teams
- **Pitch Review and Feature Coverage in National & Regional Media** *Chicago Tribune*, *San Francisco Chronicle*, NPR Books, *The Horn Book*, *SLJ*, *PW*, *Kirkus*, *ForeWord Reviews*, *Bookreporter*, *NY Times*, *Midwest Book Review*, *Booklinks*, *BCCB*
- **Pitch Local Media** *Star Tribune*, *Pioneer Press*, *MN Parents*, *MN Monthly*, *City Pages*, *Rain Taxi*, *MPR*, *WCCO*, *KFAL*, *KARE11*, MN metro area media (Afton), sports & baseball media
- **Promotion Materials** to sports teams, schools, libraries, clubs, sports academies, etc.
- **Advertising Opportunities** *SLJ*, *PW*, parents/kids publications, sports publications
- **Digital Marketing Presence** with interactive website for extra downloads, baseball history, baseball facts, & book information; and strong Facebook presence with title fan page
- **Ancillary Products** (pencils & string-strap bags) available for sale online and at hometown games

