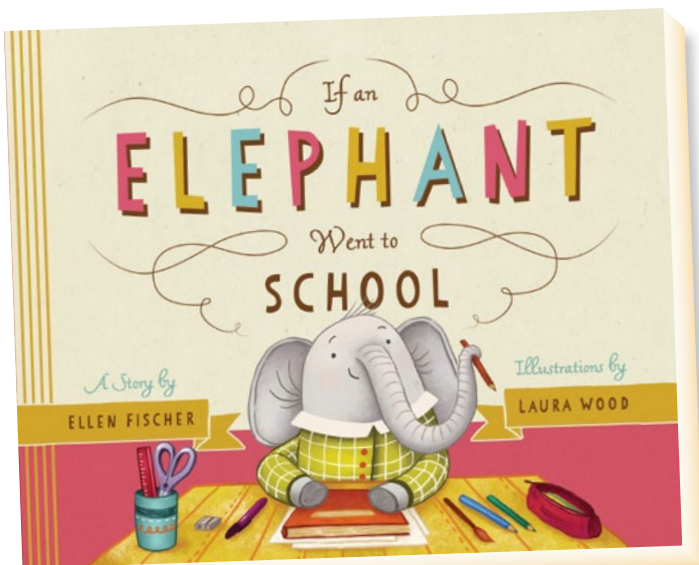


TROT! HOP! BUZZ!

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

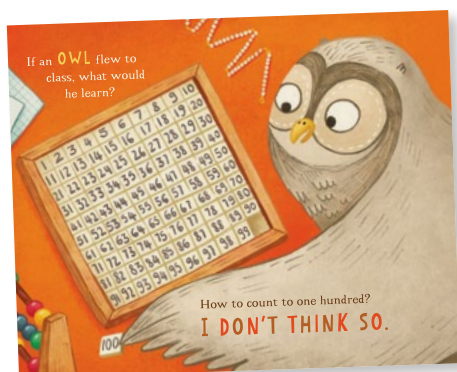
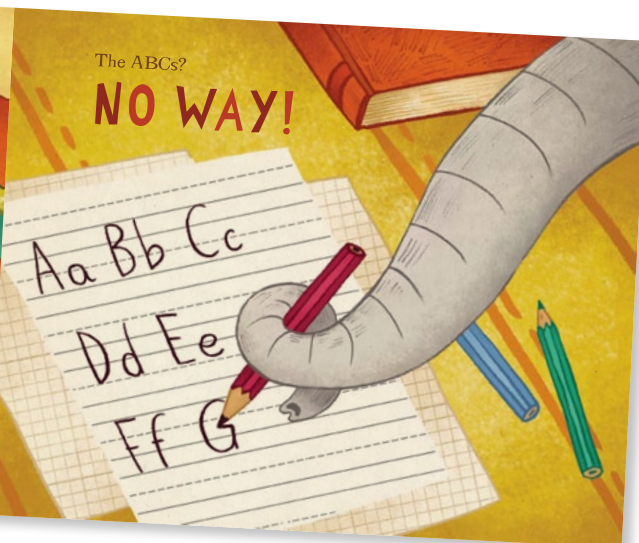
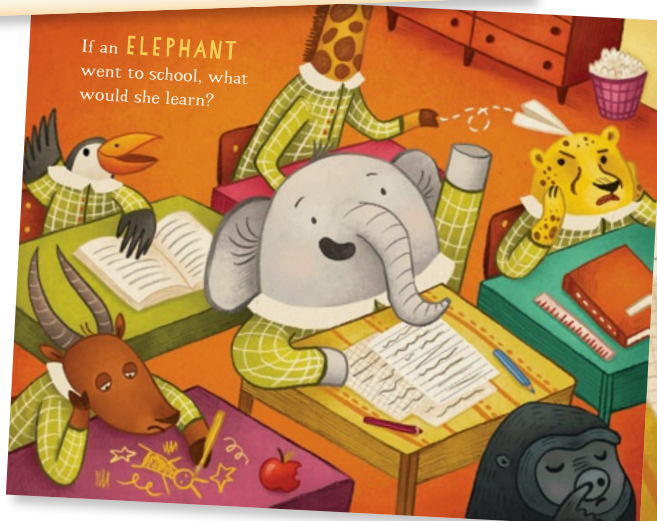


Would an elephant learn the ABCs if she went to school? No way! She would learn to use her trunk as a nose, a straw, a hand, and a hose!

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
Title
Author
Illustrator
ISBN
Specifications
Price
Publisher
Contact Info

August 11, 2015
If an Elephant Went to School
Ellen Fischer
Laura Wood
978-1-938063-61-9 (tc) | 978-1-938063-62-6 (ebook)
Hardcover, 10 x 8 inches, 32 pages
\$14.95
Mighty Media Kids, an imprint of Mighty Media Press
Sammy Bosch, Marketing Director & Publicity
612.338.2075 x105, sammy@mightymedia.com

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)

Individuals
Trade Distributor

mighty media KIDS
www.mightymediapress.com



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