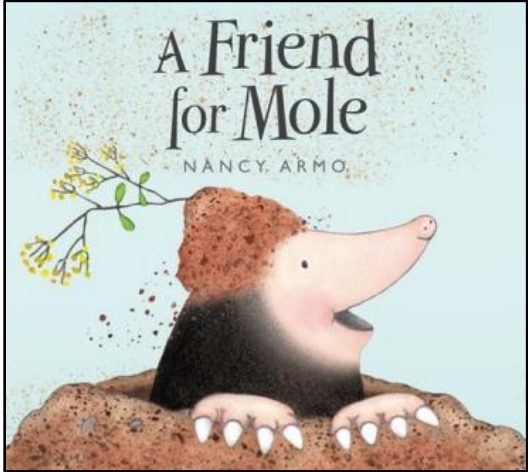


|   |                                |  |
|---|--------------------------------|--|
| <b>A FRIEND FOR MOLE</b>  |                                |  |
| <b>Author / Illustrator:</b>  | <b>ISBN – 13:</b>              |  |
| Nancy Armo  | 9781561458653                  |  |
| <b>Retail Price:</b>  | <b>Pub Date:</b>               |  |
| \$16.95   | 03/16                          |  |
| <b>BISAC Codes:</b>   |                                |  |
| JUV039050 JUVENILE FICTION / Social Issues / Emotions & Feelings<br>JUV039060 JUVENILE FICTION / Social Issues / Friendship<br>JUV002180 JUVENILE FICTION / Animals / Mice, Hamsters, Guinea Pigs, etc. |                                |  |
| <b>Category / Format / illustrations:</b>   | <b>Trim size:</b>              |  |
| Picture book / HC / full color throughout   | 10 x 9                         |  |
| <b>Page count:</b>  | <b>Age Range /Grade Range:</b> |  |
| 32 pages  | Ages 2-6 / PK-I                |  |
| <b>Territory:</b>   |                                | <b>Rights:</b>   |
| World   |                                | Peachtree  |

**Sales Handle:**

Sometimes things aren't so scary when you have a friend to keep you company.

**Description:**

An accidental encounter throws Mole and Wolf together. One is afraid of the light, the other is afraid of the dark. Together they learn that friends are all they need to conquer their fears.

**Selling Points:**

- APPEALING and RELATABLE animal characters
- Opposites COMPLEMENT, STRENGTHEN, and SUPPORT each other
- An amusing approach to exploring FEAR AND FRIENDSHIP
- HUMOROUS TEXT and ADORABLE ILLUSTRATIONS from a first-time author-illustrator

**Author Bio and Residence:**

Nancy Arno has been drawing since she started coloring on walls with my crayons. Later she used that talent to study graphic design at the University of Washington, which led to a career as a graphic designer and art director for several corporations. *A Friend for Mole* is her first book. She lives in New Suffolk, NY.

**Sales Comps:**

| <b>Title</b>                    | <b>ISBN</b>   | <b>Publisher</b> | <b>Pub date</b> | <b>Price</b> |
|---------------------------------|---------------|------------------|-----------------|--------------|
| <i>Baby Bear</i>                | 9780062241726 | Balzer + Bray    | 1/7/2014        | \$17.95      |
| <i>The Farmer and the Clown</i> | 9781442497443 | Beach Lane Books | 9/23/2014       | \$17.99      |
| <i>Daisy Gets Lost</i>          | 9780449817414 | Schwartz & Wade  | 10/8/2013       | \$17.99      |

**Marketing and Publicity points:**

- Specialty Interest Media Pitches to Parenting and Regional pubs and Mom Blogs
- White box mailing in February
- Children’s Book Week
- Possible appearance at regional trade shows
- Social media: Possible video, Instagram Sneak Peek, Free Book Friday, Saturday Afternoon Picnic w/ Illustrator
- Trade Ad Campaign
- Author Appearances: Long Island/NYC metro area

**Preview links:**

|   |
|---|
| <b>Cover &amp; interior:</b>  |
| <a href="http://peachtree-online.com/staff/seasonal/pdfs/FriendforMole.pdf">http://peachtree-online.com/staff/seasonal/pdfs/FriendforMole.pdf</a> |