

IN THE RAIN	
Author / Illustrator:	ISBN – 13:
Elizabeth Spurr / Manelle Oliphant	9781561458530
Retail Price:	Pub Date:
\$6.95	03/18
BISAC Codes:	
JUV029020 JUVENILE FICTION / Nature & the Natural World / Weather JUV051000 JUVENILE FICTION / Imagination & Play JUV014000 JUVENILE FICTION / Girls & Women	
Category / Format / illustrations:	Trim size:
Trade Board Books / BB / full color throughout	5 $\frac{7}{8}$ x 6 $\frac{1}{2}$
Page count:	Age Range / Grade Range:
22 pages	Ages 2-6 / PK
Territory:	Rights:
World	All rights available



Sales Handle:

Simple and evocative language and charming illustrations describe a girl's experience on a rainy day.

Description:

On a rainy day, a young girl makes a paper boat, splashes in puddles, makes mud pies, and has other springtime fun!

Sales Points:

- Charming board books featuring an endearing young protagonist, a very simple story, and a pleasing rhyming text
- The third in a series of three board books featuring the same character and dealing with weather and environment (*In the Wind* S16 and *In the Snow* F17)
- By the creators of *In the Garden*, *In the Woods*, and *At the Beach*
- Simple yet engaging text perfectly complemented by appealing illustrations

Author Bio and Residence:

Elizabeth Spurr holds a degree in journalism from the University of Southern California. A former newspaper editor, she is the author of a number of children's books.

Author Residence: Cayucos, CA

Illustrator Bio and Residence:

Manelle Oliphant is a graduate of Brigham Young University-Idaho and an artist and illustrator.

Illustrator Residence: Salt Lake City, UT

Comparison Titles:

Title	ISBN	Publisher	Pub date	Price
Sun	9781846436802	Child's Play	10/31/2014	\$4.99
Snow	9781846436819	Child's Play	10/31/2014	\$4.99
Rain	9781846436833	Child's Play	10/31/2014	\$4.99

Author's previous books:

Title	ISBN	Publisher	Pub date	Price
In the Garden	9781561455812	Peachtree	5/01/2012	\$6.95
At the Beach	9781561455836	Peachtree	4/01/2013	\$6.95
In the Wind	9781561458547	Peachtree	3/01/2016	\$6.95

Marketing and Publicity:

- Feature at trade shows: ALA Midwinter, TLA, PLA, BEA, ALA, ILA, NAEYC, etc.
- Reviews in publishing and library trades
- Mail to long lead and short lead media contacts
- Reviews and roundups using April showers/rainy day angle in parenting blogs and websites
- Featured book on website
- Feature on blog and e-newsletter
- Social media campaign
- Advertising campaign

Preview links:

http://peachtree-online.com/staff/seasonal/pdfs/IntheRain.pdf
