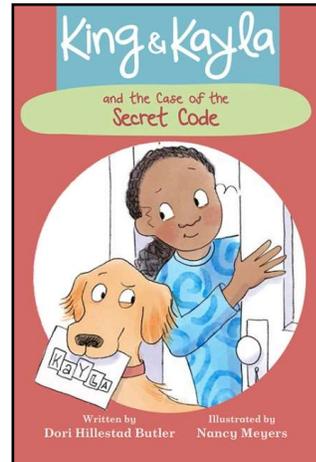


KING & KAYLA AND THE CASE OF THE SECRET CODE	
Author / Illustrator:	ISBN – 13:
Dori Hillestad Butler / Nancy Meyers	PB: 9781682630167
Retail Price:	Pub Date:
PB: \$6.95	03/18
BISAC Codes:	
JUV028000 JUVENILE FICTION / Mysteries & Detective Stories JUV002070 JUVENILE FICTION / Animals / Dogs JUV043000 JUVENILE FICTION / Readers / Beginner	
Category / Format / illustrations:	Trim size:
Illustrated Fiction	PB: 6 x 9
Page count:	Age Range / Grade Range:
48 pages	Ages 7-9 / 2-4
Territory:	Rights:
World	All rights available



Sales Handle:

A loveable dog helps his human girl solve mysteries in this easy-to-read mystery, told from the dog's point of view.

Description:

When she receives a letter written in code, Kayla tries to decipher it with help from her friend Mason. But King has a good idea of who sent the letter. How can he communicate his idea to them?

Sales Points:

- Adorable series for young detectives and dog lovers now in paperback
- Simple, straightforward language with great deadpan humor – perfect for new readers
- Endearing characters solve simple, entertaining mysteries
- Models great problem-solving skills

Author Bio and Residence:

Dori Hillestad Butler has published magazine stories, educational materials, plays, book reviews, characters for a board game, and forty-two children’s books. She has been nominated for several children’s choice awards and won the 2011 Edgar Award for the best juvenile mystery for Buddy Files: Case of the Lost Boy.

Author Residence: Kirkland, WA

Illustrator Bio and Residence:

Nancy Meyers is a graphic designer and illustrator.

Illustrator Residence: Minneapolis, MN

Comparison Titles:

Title	ISBN	Publisher	Pub date	Price
Lost Kitten	9780545666725	Scholastic	4/28/2015	\$3.99
Careful What You Sniff For	9780448463995	Grosset & Dunlap	5/16/2013	\$5.99
Vanishing Coin	9781250040435	Feiwel & Friends	4/22/2014	\$5.99

Author’s previous books:

Title	ISBN	Publisher	Pub date	Price
K&K Case of Missing Dog Treats	9781561458776	Peachtree	3/01/2017	\$14.95
Case of the Lost Boy	9780807509326	Albert Whitman	9/01/2010	\$5.99
Haunted Library	9780448462424	Grosset & Dunlap	8/14/2014	\$5.99

Marketing and Publicity:

- Feature on blog and in e-newsletter
- Advertising campaign
- Feature at trade shows: NCTE, AASL, ALA Midwinter, PLA, TLA, BEA, ALA, ILA, etc.
- Activities tied to the book and series available for authorless events
- Cross-promote with new hardcover
- Website slider ad
- Social media campaign
- Feature on blog and in e-newsletter
- Advertising campaign

Preview links:

<http://peachtree-online.com/staff/seasonal/pdfs/KingandKaylaandtheCaseoftheSC.pdf>

King & Kayla

and the Case of the
Secret Code



Written by
Dori Hillestad Butler

Illustrated by
Nancy Meyers

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PB: \$6.95 / 9781682630167

Illustrated Fiction / mystery

Territory: World

King, a dog, is trying to get his owner, Kayla, to give him some cheese, which is his favorite food. He goes to the refrigerator and whines at Kayla to give him cheese, but since she's a human, she can't understand him. He thinks she's bad at learning tricks.

The doorbell rings, and King and Kayla go to answer it, but no one is there. Instead, there's a letter with Kayla's name on it. The letter, however, is in a code, and it looks like gibberish. King doesn't recognize any of the few words he knows how to read, but he realizes the letter smells like oatmeal and Kayla's friend, Jillian.

The doorbell rings a second time, and the neighbor, Mason, is outside. He says that someone rang his doorbell and ran away and he asks if Kayla did it. Mason was also left a letter in gibberish. It's almost entirely identical, except the second word is different.

King tries to tell the humans that he thinks Jillian left the letters, but they don't understand him. Kayla goes into detective mode and writes down everything they do and do not know about the case. King has some information he'd like to add to the list, but the humans can't understand him.

King whines until Kayla lets him outside, and he follows Jillian's scent down the street. He pulls too hard at his leash, and Kayla scolds him. King breaks loose and runs to Jillian, who has one of the strange letters. Kayla and Mason arrive and ask about the letter. Jillian says she needs to drop it off at Asia's house. It's revealed that Jillian wrote the letters, and the others need to crack the code. She gives them the hint that Z equals A.

Kayla and Mason go and change all the Z's in their letters to A's. Kayla realizes that perhaps A equals B, B equals C, and so on. They change all the individual letters, and the note's true message is revealed, requesting that Kayla and Mason attend a secret spy party at Jillian's house that Saturday.

King wonders if they can crack his code, too: he goes to the refrigerator to ask for some cheese, but when Mason asks if he wants to play fetch, King gets excited because he loves fetch, too.