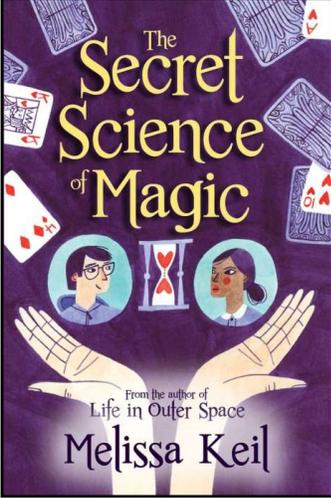


SECRET SCIENCE OF MAGIC, THE		
Author / Illustrator:	ISBN – 13:	
Melissa Keil / Mike Lawrence	9781682630143	
Retail Price:	Pub Date:	
\$17.95	04/18	
BISAC Codes:		
YAF052020 YOUNG ADULT FICTION / Romance / Contemporary YAF037000 YOUNG ADULT FICTION / Loners & Outcasts YAF058120 YOUNG ADULT FICTION / Social Themes / Friendship		
Category / Format / illustrations:	Trim size:	
Junior High/YA Fiction / Jacketed hardcover	5¼ x 8	
Page count:	Age Range / Grade Range:	
352 pages	Ages 12-16 / 7+	
Territory:		Rights:
US & Canada, Territories; dependencies; Philippines		Hardie Grant Egmont

Sales Handle:

From award-winning author Melissa Keil comes this heartwarming tale of unconventional romance, perfect timing, and finding your own magic.

Description:

Meet Sophia: former child prodigy and 17-year-old math mastermind. She’s been having panic attacks since she learned that after high school, former prodigies either cure cancer or go crazy. It’s a lot of pressure. So Sophia doesn’t have the patience for games right now. She especially doesn’t have the patience to figure out why all these mysterious playing cards keep turning up inside her textbooks.

Meet Joshua: highly intelligent, cheerfully unambitious, and an amateur magician. He’s Sophia’s classmate, and he’s admired her for as long as he can remember. He thinks the time is perfect to tell Sophia how he feels. He doesn’t know how wrong he is ...

This long-awaited follow-up from the author of *Life in Outer Space* is perfect for fans of Rainbow Rowell and David Levithan, and anyone who believes in making friends with the freaks.

Sales Points:

- Keil's exceptional voice will make readers laugh out loud
- Readers will fall in love with these witty, charming geeks
- Offers an alternating female and male point of view
- A refreshing twist on the typical teen love story: in the end, no one needs saving, just acceptance
- Features beloved *Life In Outer Space* characters, Sam and Camilla
- Keil's *Life in Outer Space* named to Yalsa Best Fiction for Young Adults

Author Bio and Residence:

Born and raised in Melbourne, Australia, Melissa Keil studied Cinema and Anthropology and has spent time as a high school teacher, Middle-Eastern tour guide, waitress, and IT help-desk person. She now works as a children's book editor, and spends her free time watching YouTube and geek TV.
Author Residence: Australia

Comparison Titles:

Title	ISBN	Publisher	Pub date	Price
Cure for Common Universe	9781481450270	Simon & Schuster	6/14/2016	\$17.99
Girl Against the Universe	9780062379962	Harperteen	5/17/2016	\$17.99
Unexpected Everything	9781481404549	Simon & Schuster	5/03/2016	\$17.99

Author's previous books:

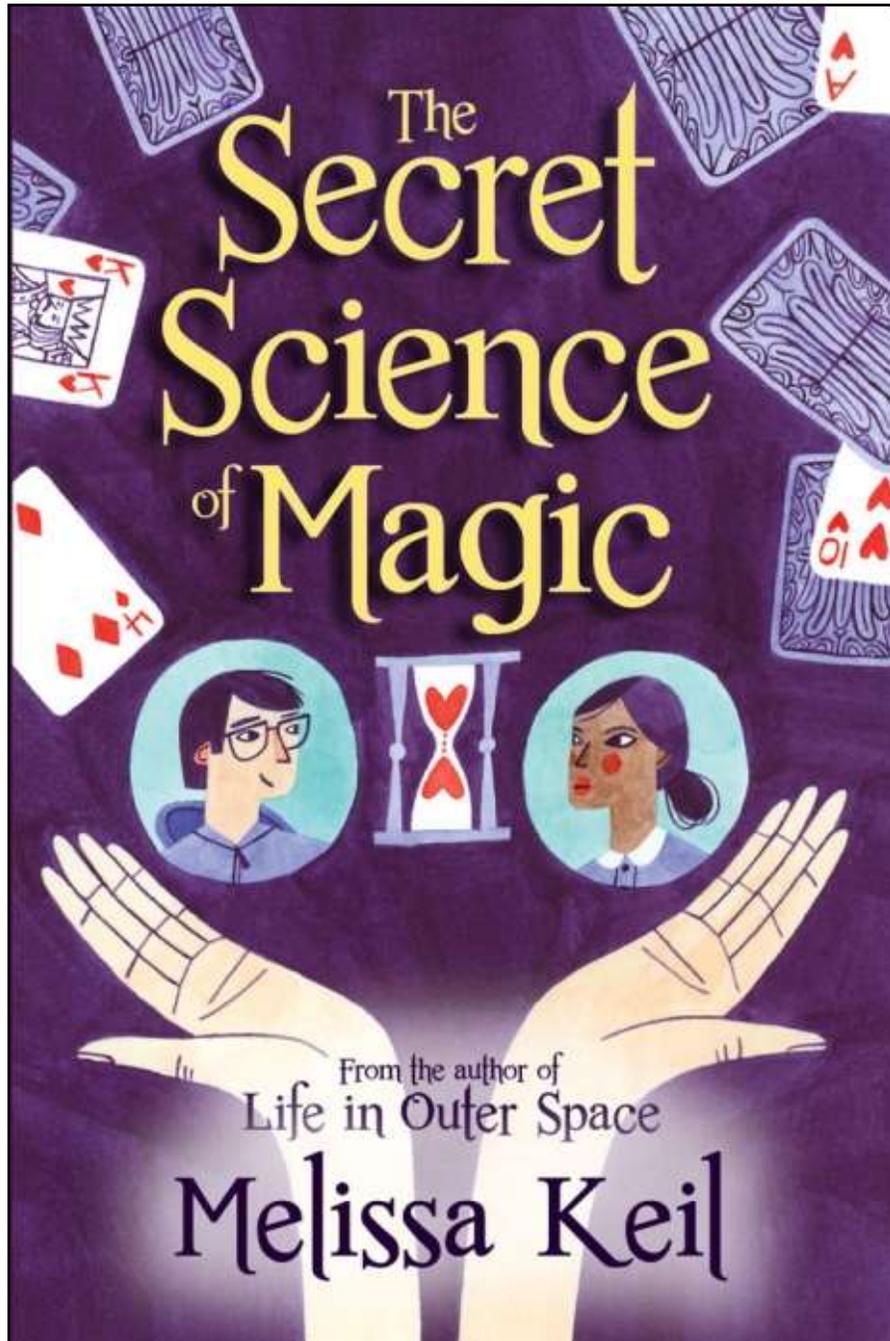
Title	ISBN	Publisher	Pub date	Price
Life in Outer Space	9781561457427	Peachtree	8/01/2013	\$16.95
Life in Outer Space	9781561459759	Peachtree	10/1/2016	\$9.95
Incredible Adventures of Cinnamon Girl	9781561459056	Peachtree	4/01/2016	\$17.95

Marketing and Publicity:

- Feature at trade shows: TLA, BEA, BookCon, PLA, ALA, ILA, NCTE
- Mailing to YA authors for blurbs
- Big mouth mailing to booksellers, YA and school/library influencers
- Author Q&A
- Promo item for give-aways
- Post to Edelweiss and NetGalley
- Advance Access e-mailing
- Conduct YA blog/BookTuber tour
- Reviews in publishing and library trades
- Mail to long lead and short lead media contacts
- Reviews and interviews with YA bloggers and BookTubers
- Website slider ad, feature on blog and in e-newsletter
- Social media campaign for Teen Book Week
- Advertising campaign

Preview links:

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



The Secret Science of Magic

Written by Melissa Keil

HC: \$17.95 / 9781682630143

YA fiction

Territory: US & Canada

Since seventh grade, Joshua Bailey has known that Sophia Reyhart belonged in his life. Joshua spends most of his time perfecting magic tricks, studying history, and hanging out with his friends who do not go to school at St. Augustine's. However, in the back of his mind—and sitting a few rows ahead of him in class—is always Sophia.

In contrast, Sophia hardly knows Joshua exists. Since she was young, Sophia has identified as a math prodigy. Students at St. Augustine's know her as "The Genius." Yet, as smart as she is, Sophia is woefully uncomfortable with social interactions. Drama class will be the only course she ever fails. Other than with her best friend Elsie, Sophia avoids interacting with her classmates.

When seniors from St. Augustine's tour Melbourne University, Joshua finally strikes up a conversation with Sophia. Soon, he learns that Sophia is actually unsure of what she wants to study in college. In fact, Sophia is immobilized by her fears of not living up to her prodigious expectations. Afraid that she will end up isolated (even more so than she already is) Sophia has been shrinking into herself.

Back at school, Joshua sends one of his magic tricks—a flower which bursts into flames—to her Drama class. Later, Sophia finds his lucky coin in her purse and a beautiful playing card in her pencil case. After discovering each magic trick, Sophia seeks Joshua out, and they get to know each other better. Finally, Joshua invites Sophia to a party with some of his friends (who include Sam and Camila from *Life in Outer Space*). At the party, Sophia and Joshua kiss, and Joshua blurts out that he loves Sophia. This triggers her anxieties, and she runs away.

Sophia runs to her friend Elsie's house. When Sophia explains what has been developing with Joshua and what happened that night, Elsie erupts in anger. Elsie feels unwanted and used by Sophia, who has always held Elsie back from attending birthday parties and making new friends, but suddenly is willing to go to a high school party without her. Elsie expresses frustration that Sophia never asks about Elsie's plans to move to America for college, and she ultimately breaks down in tears. Stunned, Sophia leaves.

Joshua is heartbroken that Sophia reacted so poorly to his declaration of love, and he calls her over and over again to apologize. Eventually, he goes to Elsie's home to talk to her about what happened. He and Elsie part on good terms, both thinking about ways they can mend their relationships with Sophia. Soon, Elsie finds a way to reconnect with Sophia, and the two find themselves watching movies together one night, when Joshua texts Sophia and tells her to come to St. Augustine's. There, she witnesses a stunning magic display, but Joshua mysteriously never comes forward to talk to her.

Finally, after botching her Drama final, Sophia seeks Joshua out at school. The two kiss and become a couple. The novel ends with Sophia and Joshua saying goodbye to Elsie, who is flying to America for college. Sophia and Joshua make plans for their future together at Melbourne University.