

<b>STANLEY'S COLORS</b>	
<b>Author / Illustrator:</b>	<b>ISBN – 13:</b>
William Bee	9781561459483
<b>Retail Price:</b>	<b>Pub Date:</b>
\$6.95	09/16
<b>BISAC Codes:</b>	
JUV009020 JUVENILE FICTION / Concepts / Colors JUV002180 JUVENILE FICTION / Animals / Mice, Hamsters, Guinea Pigs, etc. JUV051000 JUVENILE FICTION / Imagination & Play	
<b>Category / Format / illustrations:</b>	<b>Trim size:</b>
Trade Board Books / BB /	6 x 6
<b>Page count:</b>	<b>Age Range /Grade Range:</b>
20 pages	Ages 2-6
<b>Territory:</b>	<b>Rights:</b>
US & Canada	Random House UK



**Sales Handle:**

The first in a new board book series starring Stanley!

**Description:**

It's another busy day for Stanley and friends... Stanley and Little Woo are learning about colors and vehicles. There's a red car, a yellow motorbike, and even a pink balloon!

**Selling Points:**

- The first in a NEW BOARD BOOK series starring our favorite hamster!
- One of four planned titles in Stanley's CONCEPT BOOK range
- EARLY CHILDHOOD LEARNING will appeal to Stanley's youngest fans
- Expansion of series formats represents EXPANSION OF STANLEY'S GROWING FANBASE.

**Author Bio and Residence:**

WILLIAM BEE is an artist and commercial designer who has worked for renowned fashion houses, including Issay Miyake and Paul Smith. As well as writing children's books, he races a vintage sports car, is an international skier, and when at home tends his lawns and meadow.

**Sales Comps:**

<b>Title</b>	<b>ISBN</b>	<b>Publisher</b>	<b>Pub date</b>	<b>Price</b>
<i>Duck &amp; Goose Colors</i>	9780553508062	Random House Kids	1/6/2015	\$6.99
<i>Hop Hop</i>	9780763663193	Candlewick	2/10/2015	\$6.99
<i>Baby Bear Sees Blue</i>	9781481415033	Little Simon	9/9/2016	\$7.99

**Author's previous books:**

<b>Title</b>	<b>ISBN</b>	<b>Publisher</b>	<b>Pub date</b>	<b>Price</b>
<i>Stanley the Farmer</i>	9781561458035	Peachtree	3/1/2015	\$14.95
<i>Stanley's Garage</i>	9781561458042	Peachtree	9/1/2014	\$14.95
<i>Stanley the Builder</i>	9781561458011	Peachtree	9/1/2014	\$14.95

**Marketing and Publicity points:**

- F&G available in print and online via NetGalley/Edelweiss
- Advanced Access mailing
- Pitch for Gift Guide, Mom/Parenting blogs
- Feature prominently at BEA with canvas bag giveaways including sell sheet/flyer and Character Standees

**Preview links:**

**Cover & Interior:**

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