



**DATE 11/29/2018**

The Small Press Department  
Barnes & Noble  
122 Fifth Ave.  
New York, NY 10011

Greetings:

I'm enclosing a copy of *A Race to Save the Australian Outback* by Susan Weiner for in-store inventory consideration.

Marketing and other information are enclosed.

Thank you for considering this title for in-store placement.

Kind regards,

Christina Kann  
Publicity

Brandyane Publishers, Inc.  
5 S. 1st Street, Richmond, Virginia 23219  
804.644.3090 [brandyanepr@gmail.com](mailto:brandyanepr@gmail.com)  
[www.brandyanepublishers.com](http://www.brandyanepublishers.com)

## BOOK INFORMATION

**TITLE:** *A Race to Save the Australian Outback*

**ISBN:** 978-1-947860-11-7

**FORMAT:** 7" x 10" Paperback

**COVER PRICE** 8.5" x 8.5" Hardcover

**PAGE COUNT:** 42

**GENRE:** children's picture

**PUBLICATION DATE:** July 10, 2018

**LAUNCH DATE:** October 3, 2018

## DISTRIBUTORS

Ingram

Belle Isle Books

## AUTHOR BIO

Originally from Sydney, Australia, Amanda Lorraine Owen loves to capture the heart and minds of children through her creative stories. Teaching elementary school for eleven years has given her insight into what children enjoy and how they use their imagination. Amanda loves making stories come to life! She now lives in the Richmond, Virginia area with her husband, but she still holds her home country close to her heart. Amanda loves teaching children and adults about Australia and the many wonders it has to offer.

## WHAT SEPARATES THIS TITLE FROM THE COMPETITION

There are no books on the market now for children about wildfires. To an Australian audience, this book shows how bush fires can threaten the wildlife in their country. *A Race to Save the Australian Outback* can also serve as a good learning tool for an American audience. The fires raging in California of late are a total crisis, and it's hard to convey to children the destruction something of that caliber can cause when they haven't seen it with their own eyes. Getting into the heads of the creatures affected by wildfires can help children to understand the seriousness of these fires, both at home and abroad.

## MARKETING INFORMATION

- DEVELOP PRESS KIT for distribution to traditional and online media
- PRESS KIT AND PRESS RELEASES blasted to major media, including newspaper dailies, radio and television stations, websites, bloggers
- EMAIL ANNOUNCEMENT blasted to 2,500 recipients: booksellers, wholesalers, libraries, reviewers, and key blogs across the country, as well as email subscribers
- SOCIAL MEDIA promotion, including Facebook, Twitter, Instagram
- ATTENDANCE at selected writer's conferences, book festivals, and book fairs
- AUTHOR APPEARANCES, speaking engagements, readings, and signings are scheduled for this title.
- AUTHOR APPEARANCES will be promoted through social media, local and regional calendars and media
- WEBSITE promotion at [www.belleislebooks.com](http://www.belleislebooks.com)

Brandylane Publishers, Inc.  
5 S. 1st Street, Richmond, Virginia 23219  
804.644.3090 [brandylanepr@gmail.com](mailto:brandylanepr@gmail.com)  
[www.brandylanepublishers.com](http://www.brandylanepublishers.com)