



Author Karla Oceanak and illustrator Kendra Spanjer are the creators of the hilarious and educational Aldo Zelnick comic novel series for elementary-age readers.



For more information on inviting Karla and Kendra to your community, please e-mail info@bailiwickpress.com.

## ATTENTION BOOKSELLERS AND TOY STORES!

# Bring this children's author/illustrator duo to your community for an event that benefits everyone!

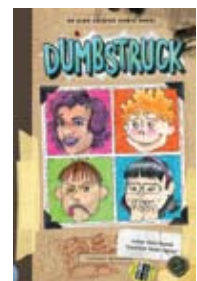
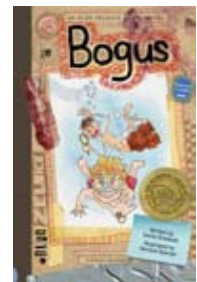
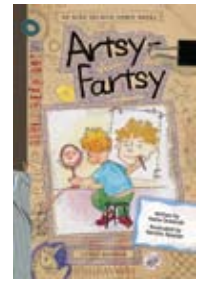
Karla and Kendra's Aldo Zelnick comic novel series has garnered lots of accolades, including the Mountains & Plains Independent Booksellers Association children's book award, an IndieBound Kid's Next listing, the Colorado Book Award, Dr. Toy's 100 Best Children's Products of 2011, and many more.

While this energetic team appreciates the recognition, what they love most of all is sharing their books with kids and igniting children's passion for reading, writing, drawing, and creating.

*You can bring Karla and Kendra to your community by arranging a day of school visits followed by an evening signing at your store! You play the role of coordinator, while schools, PTOs and sponsors cover the very reasonable fees.*

### Karla and Kendra's visit will help you...

- Strengthen community connections to schools, teachers, parents, and kids.
- Bring more people into your store.
- Sell books!



The Aldo Zelnick series and all Bailiwick Press titles are distributed by Independent Publishers Group and are available directly from IPG or through Ingram, Baker and Taylor, and all your usual channels.

## Here's what one bookseller had to say...

"We hosted Karla and Kendra for a one-day extravaganza of four school visits followed by a signing at the bookstore.

"**The event was phenomenal.** At the school presentations, Karla and Kendra had **students in grades K-6 enthralled** for the full 45 minutes. The kids treated them like rock stars and left the assembly excited about reading, cartooning, creativity and cool new words.

"The school librarians tell us that they can't keep the Aldo Zelnick books on the shelves. Fortunately, many of the teachers bought classroom sets.

In addition, **oodles of kids purchased books** for themselves through pre-orders at school and at our bookstore signing. A week later, sales are still strong.

1 day  
4 schools visited  
1 evening signing  
250 copies sold

"I thoroughly enjoyed working with Karla and Kendra planning this event. Karla was very well-organized and went out of her way to ensure that everything went smoothly. **Karla and Kendra know the ins and outs of school visits** as well as the world of independent bookstores.

"**Hosting Karla and Kendra was a huge boon** for Otowi Station Bookstore. We enjoyed strong sales that only a couple events have ever surpassed, but more importantly, organizing the school visits resulted in immeasurable community goodwill for our bookstore."

— Ellen Ben-Naim, children's buyer, Otowi Station Bookstore, Los Alamos, New Mexico



Left to right: Author Karla Oceanak, illustrator Kendra Spanjer, children's buyer Ellen Ben-Naim, and bookstore owner Peggy Durbin

*"The Aldo Zelnick books fly off our shelves. The books are hardcover, well-priced, smart and hilarious—perfect for our customers. And best of all, the series is collectible, so it keeps families coming back. We know lots of kids who can't wait to collect all 26."*

— Carol Morris  
Learning Express toy store  
Fort Collins, Colorado

**"What do you get for your kids to keep them reading? Artsy-Fartsy, by Karla Oceanak. This series offers refreshing, delightful drawings and great learning potential hidden among the sketches."**

— Gloria Tiller  
Kazoo Books  
Kalamazoo, Michigan