



PIPPA PARK®



Over 50,000 Copies Sold of the Bestselling AAPI Series!



Pippa Park Raises Her Game (Book #1)

AR Quiz | Lexile 710L | Fountas & Pinnell V
HC ISBN 978-1-944020-26-2 | US \$16.99 | Can \$22.99
PB ISBN 978-1-944020-28-6 | US \$9.99 | Can \$12.99
E ISBN 978-1-944020-27-9 | US \$8.99 | Can \$8.99

Pippa Park Crush at First Sight (Book #2)

AR Quiz | Lexile 730L | Fountas & Pinnell V
HC ISBN 978-1-944020-80-4 | US \$16.99 | Can \$22.99
E ISBN 978-1-944020-89-7 | US \$8.99 | Can \$8.99

Both books are available in audio from Tantor Media.

Positive Professional Reviews:

Book 1: Booklist, Foreword Reviews, Publishers Weekly,
★ School Library Connection, School Library Journal

Book 2: Booklist, Kirkus Reviews,
School Library Connection, School Library Journal

Compelling Middle Grade Books About Friendship, Bullying, Family, and Identity

Life is full of great expectations for Korean American Pippa Park. It seems like everyone, from her family to the other kids at school, has a plan for how her life should look.

In book one, *Pippa Park Raises Her Game*, Pippa gets a mysterious basketball scholarship to Lakeview Private, where she jumps at the chance to reinvent herself to fit in with her new elite classmates. Pippa's carefully built persona is threatened when she begins to receive hateful, anonymous messages via social media. As things spiral, Pippa wonders if she can keep her old and new lives separate, or if she should even try.

In book two, *Pippa Park Crush at First Sight*, Pippa picks up right where she left off . . . trying to balance working at the struggling family laundromat, volunteering for the Korean church pageant, and hosting the perfect party to impress her new friends—while juggling two crushes!

With courage and determination, Pippa faces middle school drama—and her own mistakes—while staying true to her real self.



Read Sample Chapter Now!



ABOUT ERIN YUN

Erin Yun grew up in Frisco, Texas. She received her BA in English from New York University and is currently pursuing her Masters in Creative Writing at Cambridge. She developed the Pippa Park Author Program, an interactive writing workshop, which she has conducted in person and virtually at schools, libraries, and bookstores. Yes, she used to play basketball as a middle grader!



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NEW YORK CITY

MARKETING PLAN

\$100K MARKETING CAMPAIGN FOR 2023

Publicity & Advertising

AAPI Month (May)

- Content Marketing with Online Ads & Articles
- Social Media Campaign & Ads on Instagram & Facebook
- Publicity Outreach to Bloggers

Trade Marketing

AAPI Month & Summer Reading

- Coop Advertising Fund for Indie Bookstores
- Regional Trade Association Advertising: NAIBA, CALIBA, PNBA
- Turnkey Event Kit for Tween Book Clubs with Escape Room Game
- B2B Email Campaign to Indie Bookstores & In-Store B&N Kids CRMs
- Advertising via Foreword Reviews, Publishers Weekly, & Shelf Awareness

Library & Educator Marketing

AAPI Month & Summer Reading

- B2B Email Campaign to In-House List of over 16,000 Librarians & Educators
- Library & Educator Materials: AAPI Guide, Language Arts Guides & Escape Room Activity
- Trade Shows Include ALA & EBMA
- Advertising via Baker & Taylor, Booklist, Follett, Ingram, School Library Connection & School Library Journal

Event Inquiries:

Nicole Wheeler – nicolewheeler@fabledfilms.com

ENDORSEMENTS

"A nice balancing act between sports action, middle school drama, and the struggles of an underprivileged immigrant family that will **appeal to a wide audience.**"

– *Booklist*

"Warm-hearted, feel-good series realistically explores one Korean American girl's middle school experience in a **relatable** way."

– *School Library Journal*

"This is **solid, classic middle school drama** fare that benefits from the interesting ways Pippa's family background is developed."

– *Kirkus Reviews*

"Empowering celebration of identity, friendship, & embracing one's roots... Yun writes of Korean American family life with **heartwarming, authentic detail.**"

– *Publishers Weekly*

★ "This is a **highly engaging and relevant title** for schools that takes up issues of social class, ethnic identity, and the venture of staying true to oneself, which will **support growth in today's tweens.**"

– *School Library Connection (Starred Title)*

"Yun does a **brilliant job incorporating Korean culture and Asian American experiences**, and readers will relate to Pippa's struggles adjusting to life at her new school."

– *Common Sense Media*

FREE RESOURCES AT PIPPAPARK.COM

NEW! AAPI DISCUSSION GUIDE | By children's publishing editor Erin Siu

The accessible and age-appropriate guide of discussion questions includes sections on Asian American Pacific Islander Experiences, Pippa Park's Personal Lens, Bullying & Microaggressions, and Anti-Racism Resources.

TWEEN ACTIVITY KIT | By the editors of Fabled Films Press

Engage kids at home and at school with printable Book Club Questions, Creative Writing Activities, Word Games, Crafts and more. Plus a Deluxe Escape Room Activity (Breakout EDU Compatible).

COMMON CORE LANGUAGE ARTS GUIDE | By children's literature specialist and retired librarian Pat Scales

Contains lessons and activities that are aligned to the Common Core Standards including classroom discussion questions, curriculum connections, vocabulary, and comparison to *Great Expectations* by Charles Dickens.

VIRTUAL AUTHOR PROGRAM | By author Erin Yun with children's literature specialist Gillian Engberg

Yun shares her experience reimagining Charles Dickens's *Great Expectations* from the point of view of a Korean American and teaches young writers how they can use their cultural background as writing inspiration and to develop characters.



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raises her game

Erin Yun Author Visits



Take a Virtual Korean Vacation with Korean Authors!



Kim Hyun Sook



Robin Ha



Erin Yun



#EverywhereBookFest



Personal Inspiration



Korean drama – on both Hulu and Netflix!



Me as a child



Tteokbokki



Eating my favorite ice cream in the world





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Write Your Own Retelling Based on a Classic Story

1. Pick a classic story you would use for your own retelling.

2. What do you like about the story? _____

3. Would your retelling star the main character of the original story, or a different character?

4. What do you like about the character? _____

5. What would you change about the character for your retelling? _____

6. What point of view would you use for your retelling? _____

7. How would you change the things you like about the original story in your retelling?

8. Using a notebook or computer, begin to write the first chapter of your retelling.



Pippa Park Raises Her Game Virtual Author Program from Erin Yun (2020-2021)

Presentation for 5th–7th graders, Ages 9–12 | Time: 30 minutes, plus Q&A

About the Book: *Pippa Park Raises Her Game* by Erin Yun

In this critically acclaimed reimaging of *Great Expectations*, Erin Yun’s writing captures the typical middle grade experience with everyone’s new favorite heroine, Pippa Park.

Writing Workshop Description:

Erin Yun will discuss the following during the interactive workshop:

- How to develop a story using classic stories and defining fractured classics and retellings
- How to find inspiration in life experiences to create authentic characters
- How to develop the point of view for the book and characters

Introduction: Writing Workshop Goals and Author Erin Yun

Erin touches upon how she became an author. She focuses on why reading is the most valuable tool for writers and what the students will learn at the workshop.

Section One: Fractured Classics and the Difference Between Inspiration and Plagiarism

Erin starts off with a brief summary of a fractured classic with examples. She briefly explores the logistics behind retellings—what is the difference between being inspired by and plagiarizing someone’s work? This section touches on copyright laws and the public domain.

Section Two: Creating a Character

Erin discusses how *Pippa Park Raises Her Game* was inspired by *Great Expectations* by highlighting the similarities and differences between her novel and Dickens’s. (For example, there was no social media in Dickens’s time, but the unfriendly love interest remains the same.) Next, she delves into the personal inspiration for the book, including Korean food, personality tests, playlists, and references to Korean dramas, with many visuals throughout. In this section, Erin gives tips on how to create your own character.

Section Three: Point of View

This section introduces students to first-, second-, and third-person point of view by using examples that illustrate each point of view. Erin discusses why she chose to write in the first person for *Pippa Park Raises Her Game*.

Section Four: Creating Your Own Retelling (Interactive Section)

In this interactive section, Erin helps students create their own retellings. She encourages kids to find their own angles when approaching a retelling before walking them through the steps to write their own retellings, including: brainstorming source material, finding which elements of the story to keep and which to change, developing the main character, and choosing a point of view.

Conclusion: Takeaways and Author Program Worksheet

Students can recall the key points using the takeaway slide and take the first steps in creating their own retelling by downloading the printable worksheet.

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Common Core Alignment:

Fabled Films Press created an author program with Erin Yun that encourages the following:

For Fifth Grade:

CCSS.ELA-LITERACY.RL.5.2

Determine a theme of a story, drama, or poem from details in the text, including how characters in a story or drama respond to challenges or how the speaker in a poem reflects upon a topic; summarize the text.

CCSS.ELA-LITERACY.RL.5.3

Compare and contrast two or more characters, settings, or events in a story or drama, drawing on specific details in the text (e.g., how characters interact).

CCSS.ELA-LITERACY.RL.5.6

Describe how a narrator's or speaker's point of view influences how events are described.

CCSS.ELA-LITERACY.W.5.5

With guidance and support from peers and adults, develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach. (Editing for conventions should demonstrate command of Language standards 1–3 up to and including grade 5 here.)

For Sixth Grade:

CCSS.ELA-LITERACY.RL.6.2

Determine a theme or central idea of a text and how it is conveyed through particular details; provide a summary of the text distinct from personal opinions or judgments.

CCSS.ELA-LITERACY.RL.6.9

Compare and contrast texts in different forms or genres (e.g., stories and poems; historical novels and fantasy stories) in terms of their approaches to similar themes and topics.

CCSS.ELA-LITERACY.RL.5.6

Describe how a narrator's or speaker's point of view influences how events are described.

CCSS.ELA-LITERACY.W.6.5

With some guidance and support from peers and adults, develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach. (Editing for conventions should demonstrate command of Language standards 1–3 up to and including grade 6 here.)

Book Information:

Pippa Park Raises Her Game by Erin Yun

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