



PIPPA[®] PARK



Over 70,000 Copies Sold of the Bestselling AAPI Series



Relatable Middle Grade Series about Friendship, Peer Pressure, 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 must face middle school drama—and her own mistakes—while staying true to her real self.

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
PB ISBN 978-1-944020-90-3 | US \$9.99 | Can \$12.99
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



ABOUT ERIN YUN

Erin Yun is the author of the bestselling AAPI middle-grade series, *Pippa Park*. She attended NYU and studied creative writing at Cambridge. She used her personal lens to reimagine *Great Expectations* into *Pippa Park Raises Her Game* and developed a writing workshop for kids on how to create a retelling. Folks can tell she grew up in Texas by how often she says ya'll.

Distributed to the trade by



Simon & Schuster

Digital Review Copies
Available on Edelweiss

FABLED FILMS PRESS
NEW YORK CITY

GREAT FOR GIRLS' SPORTS & AAPI COLLECTIONS!

\$100K MARKETING CAMPAIGN 2024

AAPI Month (May) & Summer Reading

Publicity & Advertising

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

Trade Marketing

- B2B Email Campaign to Indie Bookstores & In-Store B&N Kids' CRM with Shelf Talker & Premade Social Content
- Turnkey Event Kit for Tween Book Clubs with Escape Room Activity
- Advertising via Publishers Weekly & Regional Summer Reading Catalogs

Library & Educator Marketing

- 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 & NCTE
- Advertising via Baker & Taylor, Brodart, Booklist, Follett, Ingram, and 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

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.