

GREAT FOR GIRLS' SPORTS & AAPI COLLECTIONS!

2026 MARKETING CAMPAIGN

Content Marketing

- AAPI Month (May) Influencer Campaign Using Online Ads & Articles
- Social Media Campaign on TikTok, Instagram, Pinterest & YouTube
- Publicity Outreach to Bloggers

Trade Marketing

- NAIBA & PNBA Holiday Catalog and Newsletter Ads
- B2B Email Campaign to Indie Bookstores
- Turnkey Event Kit for Tween Book Clubs with Escape Room Game

Library & Educator Marketing

- B2B Email Campaign to In-House List of over 13,000 Librarians & Educators
- Library & Educator Materials: AAPI Guide, Language Arts Guide, Video Series Educator Guide & Escape Room Activity Kit
- Trade Shows Include ALA, NVNR & PNBA
- Advertising via Booklist, Brodart, Ingram, Publishers Weekly & School Library Journal

Get In Touch!

Email: events@fabledfilms.com

ENDORSEMENTS

"Erin Yun's inventive reimagining of Charles Dickens's Pip as a bold middle school baller is **fast-paced, fun and wholly genuine.**"

– *The New York Times Book Review*

"**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, and 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."

– *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*

Featured in *Book Riot's* list of "**Modern Middle Grade Reads Like The Baby-Sitters Club**"

FREE RESOURCES AT PIPPAPARK.COM

NEW! VIDEO SERIES EDUCATOR GUIDE

Watch on YouTube @PippaParkOfficial

Pippa Park comes to life in diary-style video shorts to get kids excited about reading!

Pair the videos with discussion questions and the *Pippa Park* books to increase comprehension and engagement with the books' themes.

Use our How-to Guide to make Multimodal Learning easy!

COMMON CORE LANGUAGE ARTS GUIDE

By children's literature specialist and retired librarian Pat Scales

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

TWEEN ACTIVITY KIT | By the editors of Fabled Films Press

Engage kids in book clubs, classrooms, and libraries with printable Discussion Questions, Creative Writing Activities, Word Games, Crafts, and more.

PLUS: Deluxe Escape Room Activity (Breakout EDU Compatible)

AAPI DISCUSSION GUIDE

By children's publishing editor Erin Siu

This 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.

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 as a way to develop authentic characters.

Watch a Preview: bit.ly/YunWorkshop