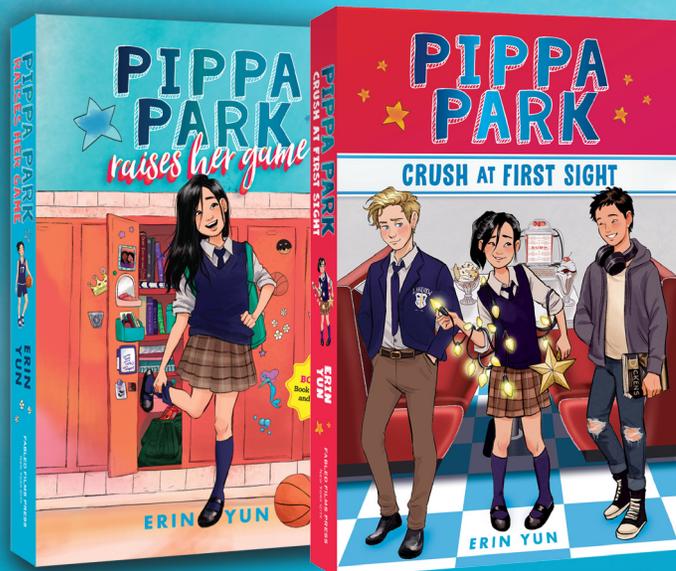




# PIPPA PARK®



Over 60,000 Copies Sold of the Bestselling AAPI Series!



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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.

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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



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

- RAMP Summer Reading Catalog: NAIBA, GLIBA & SIBA
- Coop Advertising Fund for Indie Bookstores
- 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 Guide & 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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