



It's your new favourite play date companion, Ginger Green!

A drama-free play date? There's no such thing! *Ginger Green, Play Date Queen* is the hilarious first-reader series from Australian author Kim Kane.

Ginger Green loves playing dress-up and make-believe, she loves dancing and doing gymnastics. Most of all, Ginger likes playing with her friends. Ginger Green is the Play Date Queen!

Making her debut in the early reader scene for girls 4+, and launching with four titles in June, Ginger is the perfect companion for any child who is making the jump from picture books to chapter books.



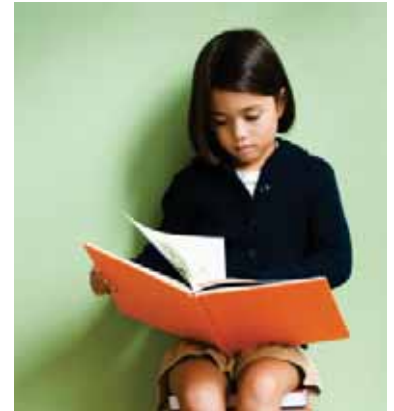
SHARE YOUR MOST MEMORABLE PLAY DATE - #playdatequeen



WHO IS IT FOR? THE FIRST TRUE READER!

This new series targets kids reading their **very first chapter books**. They are establishing independence and entering an important social and emotional development stage. Mum is still their hero, but they are highly aspirational – looking to be **'big kids'** at primary school.

True first readers are desperate to **emerge out of the picture book** world, but are certainly **not ready** for the marathon of chapter books. It's a tricky age, and one many parents will tell you is fraught – how do you maintain their love of stories and reading while also teaching them to do it for themselves?



PLACE IN THE MARKET

The true first reader genre is **seriously under-serviced**. Kids aren't interested in the **daggy and educational** readers that were last updated in the 90s, consisting of cardboard characters and stories filled with confusing rhyming. They want something **modern and accessible**, that will help them transition from **READ ALONG** to the **READ ALOUD** stage, but most importantly, a book that looks like the one their **older brothers and sisters** are reading.



READ ALONG

READ ALOUD

READ ALONE

INTERNAL SPREADS

Hardie Grant Egmont has a **history of creating early reader series** that are specifically for this short but very important time in a child's development, and everything we do is for a very specific reason. Like:

Fewer words per page than a *Billie B Brown* book, and more prevalent word art to **create reading prompts**.

Build confidence and word familiarity with Seussian repetition.

Designed to take readers through their **first steps** in spelling, punctuation and word choice, and with modern language so they **don't** feel like they're being spoken down to.

This afternoon, my friend
Skye is coming over. Skye is
my **new friend** from
ballet. Skye has never been
to my house. Skye does not
know that my
house is tall like
like a tree house!



Skye does not know
that my bed is tall like
a **stage**.



Real-life stories that **reflect their own experiences** and help address the things that worry them in their lives.

Highly illustrated, internals offers the **familiar comfort of picture books**, without feeling too young.

Spread over 60 pages, littlies will feel like they're reading a **REAL chapter book** without feeling overwhelmed by the challenge ahead!



THE DELICIOUS PACKAGE

We've developed the TOTAL PACKAGE that is designed to appeal to both kids and parents!



Cover images not final



THE BRIGHT, YUMMY, COLLECTABLE COVERS

Delicious covers with special glitter treatments **reflect a modern and sophisticated readership**, used to all the sparkle and glamour big brands offer across different mediums: fashion (*Seed*, *Cotton On Kids*), TV (*The Power Puff Girls*), movies (*Frozen*).

The active pose of the main character highlights an active and confident kid, while fashionable and exciting outfits will appeal to **switched-on readers**.

MUESLI DRESSED AS COCO POPS

It's the definition of the 'MUESLI dressed as COCO POPS' package. **Wildly desirable** on the outside, and yet incredibly **good for you** on the inside! Well-written, with strong characters and important lessons.

WHY THE FOX?

Readers will relish the **familiarity** of animal characters as a throw-back to their picture book-reading days! To cement this relationship, the series is illustrated by **experienced picture book illustrator**, Jon Davis.

SHARE YOUR MOST MEMORABLE PLAY DATE - #playdatequeen

THE TEAM BEHIND GINGER GREEN



Author Kim Kane

Kim Kane was born in London in a bed bequeathed by Wordsworth for ‘a writer, a dancer or a poet’.

Despite this auspicious beginning, she went on to practise law. Kim’s picture book *Family Forest* was shortlisted for the 2011 *Children’s Book Council of Australia (CBCA) Awards* and her other picture books have all been notable books.

Most Memorable Play Date:

A beautiful bridal shop couldn’t make up for a yard FULL of snarling working dogs and TERRIBLE dad jokes! It was a total nightmare!” #playdatequeen



Art by Jon Davis



Pirates, old elephants, witches in bloomers, bears on bikes, ugly cats, sweet kids – Jon Davis does it all!

Based in Twickenham, UK, Jon Davis has illustrated more than 30 kids’ books for publishers across the globe, including Scholastic, Pearson, Tiger tales and OUP. Most recently, Jon had been responsible for bringing the wonderful *Penelope Perfect* to life.

Most Memorable Play Date:

#playdatequeen





MARKETING AND PUBLICITY

A **HUGE** consumer and retailer marketing campaign will be supporting the series launch, with a focus on digital and video promotions, point of sale, catalogue support and author-driven publicity.

Consumer

- Book trailer
- Parenting advice website
- Publicity #PlayDateQueen

Retail

- Read Aloud campaign
- POS
- GWP
- Cataloguing support
- Author book signings

Detailed teaching packs including teaching notes, stickers and a classroom poster will also be available.



In conjunction with the launch of this new series we'll be operating a Read Along, Read Aloud, Read Alone campaign spearheaded by Ginger Green.

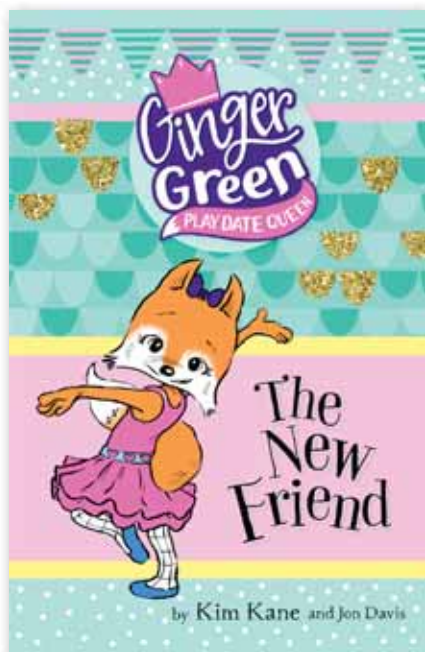
A multi-media campaign helping parents transition their children through the important phases of reading development will take place through the following channels:

- Point of sale and pamphlets for retailers to help guide their customers.
- A dedicated Ginger Green website will open up the conversation and give advice to parents and teachers.
- Advertising the availability of the assets with parenting magazines and educational publications.
- Read-along author videos will be available for kids to read-along with.



LAUNCH TITLES

Launching with four bright, yummy titles that are highly collectable and covetable.



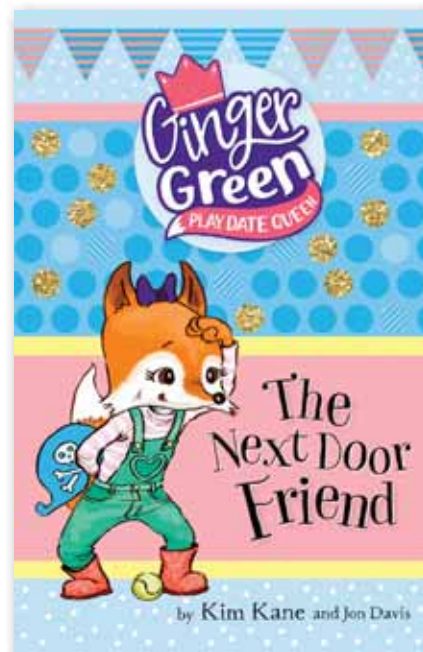
Ginger is playing with Skye today. But what happens when Skye wan'ts her dad to stay too?

Ginger Green, Play Date Queen:
The New Friend
ISBN: 9781760127701



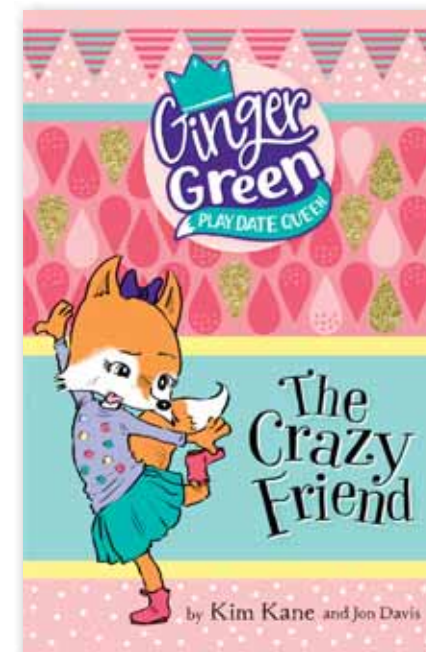
Ginger is playing with Isla today. But what happens when Isla won't share?

Ginger Green, Play Date Queen:
The Fancy Friend
ISBN: 9781760127688



Ginger is playing with Edgar today. But what happens when Edgar will only play 'boy' games?

Ginger Green, Play Date Queen:
The Next Door Friend
ISBN: 9781760127695



Ginger is playing with Maisy today. But what happens when Maisy is badly behaved?

Ginger Green, Play Date Queen:
The Crazy Friend
ISBN: 9781760127718

Cover images not final



hardie grant EGMONT

Publication:
Imprint:
Author:
Illustrator:
Binding:

June 2016
Hardie Grant Egmont
Kim Kane
Jon Davis
Paperback

RRP:
Extent:
Format:
Illustrations:
Age:

A\$9.99/NZ\$12.99
64 pages
198 x 128 mm
Purple
4+

SHARE YOUR MOST MEMORABLE PLAY DATE
#playdatequeen