

# MOMMY IS A WORRYWART

## A HUMOROUS LOOK AT MOTHERLY FEARS

Does Mommy worry too much? Little Hedge thinks Mommy is a worrywart. But does she really have anything to worry about? Other than sharks, strange creatures and space aliens, that is.... *Mommy is a Worrywart* explores the fears of parenthood through the eyes of a mischievous little child.

## MARKETING PLAN

\* ABA Advance Access email, offering review copies to more than 1,000 independent bookstores. Ask for consideration for IndieNext Children's list. \* IBPA Bookstore Cooperative Catalog, mailed to 3,000 bookstores. \* Publisher's Weekly Select Program. \* Ingram Children's Advance Catalog. \* 2015 Portland Gift Show with NABE. \* Goodreads Advertising Campaign. \* Planned April/May 2015 Blog tour focusing on parenting blogs, with included book giveaways. \* National PR Campaign, focusing on parenting media. \* West Coast April/May 2015 book & specialty store tour. \* Solicit reviews from Midwest Review of Books, San Francisco Review of Books, Children's Book Review, Publisher's Weekly & more.

## AUTHOR BIO

Jenni Kaye, also known as J.K. Mahal, is a graduate of Chula Vista Performing Arts High School and Loyola Marymount University. She worked as a newspaper journalist, page designer and editor, as well as a performing arts center publicist, before devoting herself to writing books. Kaye lives on a hill in Santa Cruz with her husband, children, cat, dog, four fish (one of whom is named Bob) and a smattering of plants. Visit her at [www.jennikaye.com](http://www.jennikaye.com).



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