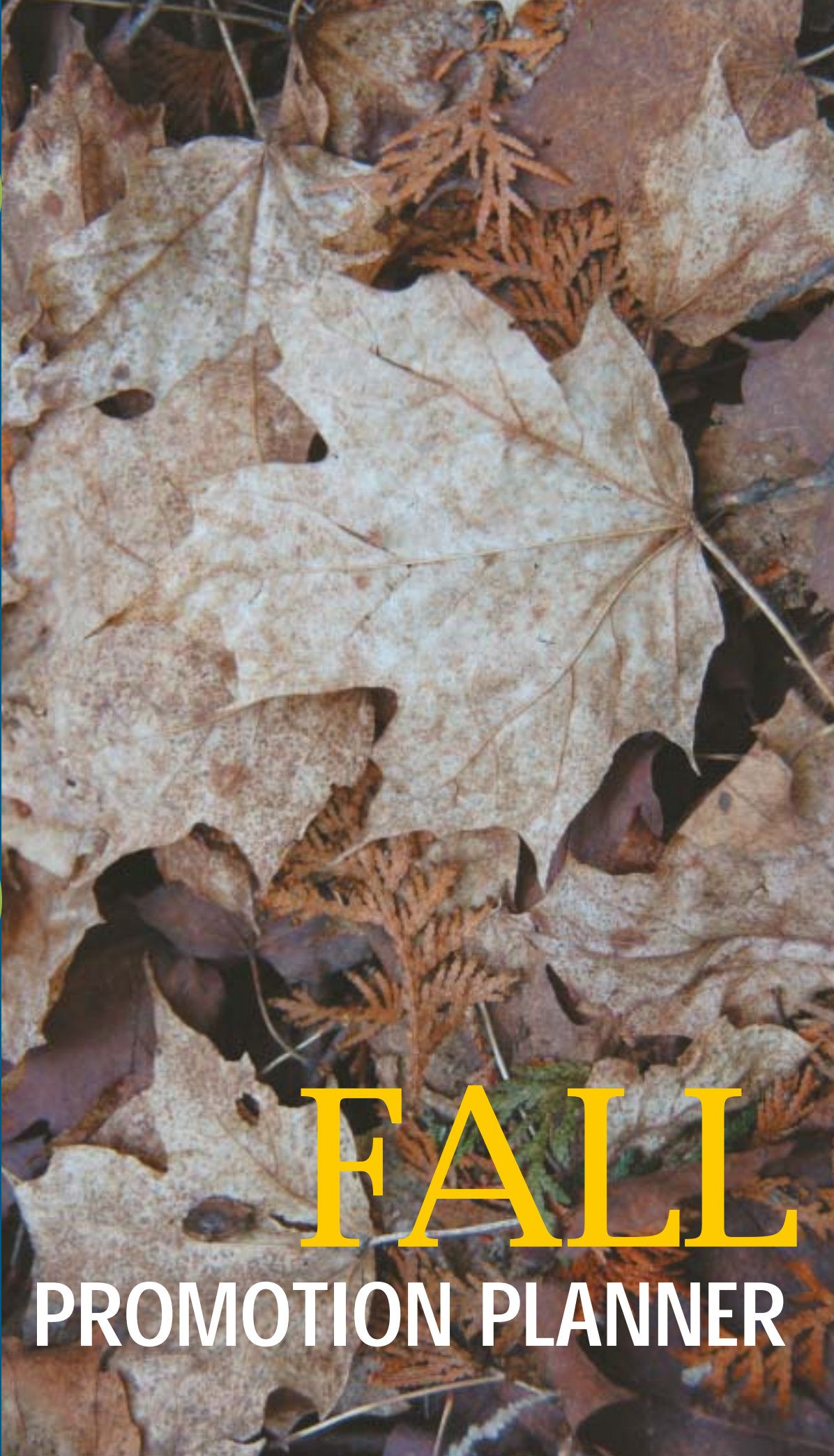


2010



**FALL**

**PROMOTION PLANNER**

# FALL 2010 PROMOTION PLANNER

ANNICK PRESS • ARSENAL PULP PRESS • BOOKLAND PRESS • BRINDLE & GLASS • CANADIAN MANDA GROUP • CANADIAN SCHOLARS' PRESS INC.  
• COTEAU BOOKS • DC THOMSON & CO. LTD.

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Tel: 416-221-4802 x17  
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E-mail: [brigitte@annickpress.com](mailto:brigitte@annickpress.com)  
Website: [www.annickpress.com](http://www.annickpress.com)  
Contact: Brigitte Waisberg



**Author:** Christy Jordan-Fenton and Margaret Pokiak-Fenton  
**Title:** Fatty Legs: A True Story  
**Category:** Children's Non-fiction  
**Publication Date:** August 2010  
**Price:** \$12.95 PB  
**ISBN:** 9281554512461  
**Promotion:** Bookmarks  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Sharon E. McKay  
**Title:** Thunder Over Kandahar  
**Category:** Fiction  
**Publication Date:** August 2010  
**Price:** \$12.95  
**ISBN:** 9281554512669  
**Promotion:** Bookmarks  
**Media:** Book trailer and author video available at [www.annickpress.com](http://www.annickpress.com)  
**ARCs Available:** Yes  
**Co-op Available:** Yes



## ARSENAL PULP PRESS

Tel: 604-687-4233  
Fax: 604-687-4283  
E-mail: [sales@arsenalpulp.com](mailto:sales@arsenalpulp.com)  
Website: [www.arsenalpulp.com](http://www.arsenalpulp.com)  
Contact: Robert Ballantyne

**Author:** Daniel Allan Cox  
**Title:** Krakow Melt  
**Category:** Fiction  
**Publication Date:** September  
**Price:** \$17.95  
**ISBN:** 9781551523729  
**Tour Information:** Ottawa Writers' Fest, Toronto, Montreal  
**Advertising:** BC BookWorld, Xtra  
**Promotion:** Excerpt in Broken Pencil  
**Media:** Quill & Quire (Cover to Cover)  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Andrew George Jr.  
**Title:** A Feast for All Seasons  
**Category:** Cooking  
**Publication Date:** October  
**Price:** \$24.95  
**ISBN:** 9781551523682  
**Tour Information:** Ottawa, Vancouver  
**Advertising:** CityFood, BC BookWorld  
**Promotion:** Blads, postcards  
**Media:** National media  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## BOOKLAND PRESS

Tel: 800-535-1774 or 416-607-6176  
Fax: 416-352-1993  
E-mail: [books@booklandpress.com](mailto:books@booklandpress.com)  
Website: [www.booklandpress.com](http://www.booklandpress.com)  
Contact: Robert Morgan

**Author:** Pj Kwong  
**Title:** Taking the Ice  
**Category:** Non-Fiction / Sports  
**Publication Date:** September 2010  
**Price:** \$25.95  
**ISBN:** 9780978439576  
**Tour Information:** Book readings and signings at major figure skating events nationwide

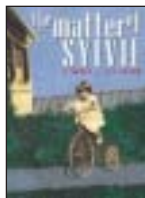
**Advertising:** Advertising on Skate Canada and SkateBuzz websites, library catalogues.  
**Promotion:** Co-promotion with Skate Canada. Posters and bookmarks. Book signing at OLA Expo 2011.  
**Media:** Nationwide media review mailing, author interviews on CBC Sports and CBC radio  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## BRINDLE & GLASS

Tel: 250-360-0829  
Fax: 250-386-0829  
E-mail: [ruth@brindleandglass.com](mailto:ruth@brindleandglass.com)  
Website: [www.brindleandglass.com](http://www.brindleandglass.com)

**Author:** Linda Goyette  
**Title:** Northern Kids  
**Category:** Juvenile Non-fiction  
**Publication Date:** September 2010  
**Price:** \$12.95  
**ISBN:** 9781897142493  
**Tour Information:** Events and signings in Edmonton, Northwest Territories, the Yukon and western Canada  
**Advertising:** Up Here, BC BookWorld  
**Promotion:** Regional review mailing and media campaign; advance print and electronic galleys; book trailer and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Lee Kvern  
**Title:** The Matter of Sylvie  
**Category:** Fiction  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781897142486  
**Tour Information:** Events and signings in Calgary, Edmonton, Vancouver and western Canada  
**Advertising:** BC BookWorld, Geist, Best of the West  
**Promotion:** Regional review mailing and media campaign; advance print and electronic galleys; book trailer and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Kathleen Wall  
**Title:** Blue Duets  
**Category:** Fiction  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781897142448  
**Tour Information:** Events and signings in Regina and western Canada  
**Advertising:** Prairie Books Now, Geist, Best of the West  
**Promotion:** Regional review mailing and media campaign; advance print and electronic galleys; book trailer and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## CANADIAN MANDA GROUP

Tel: 416-516-0911  
Fax: 416-516-0917  
E-mail: [tboisvert@mandagroup.com](mailto:tboisvert@mandagroup.com)  
Website: [www.sterlingpub.com](http://www.sterlingpub.com)  
Contact: Tracey Boisvert

**Author:** Dr. Connie Guttersen, RD, PhD  
**Title:** The New Sonoma Diet (Sterling Publishing)  
**Category:** Food / Cooking / Diet  
**Publication Date:** December 2010  
**Price:** \$29.95  
**ISBN:** 9781402781186  
**Media:** National publicity outreach

**Author:** Sam Ita  
**Title:** Frankenstein: A Pop-Up Book (Sterling Publishing)  
**Category:** Fiction  
**Publication Date:** September 2010  
**Price:** \$34.95  
**ISBN:** 9781402758652  
**Media:** National publicity outreach

## CANADIAN SCHOLARS' PRESS INC.

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Fax: 416-929-1926  
E-mail: [jessica.hale@cspi.org](mailto:jessica.hale@cspi.org)  
Website: [www.cspi.org](http://www.cspi.org)  
Contact: Jessica Hale

**Author:** Marcel Danesi  
**Title:** Geeks, Goths, and Gangstas: Perspectives on Youth Culture  
**Category:** Non-fiction / Sociology  
**Publication Date:** November 1, 2010  
**Price:** \$34.95  
**ISBN:** 9781551303727  
**Promotion:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** No

**Author:** Edited by Mythili Rajiva and Sheila Batacharya  
**Title:** Reena Virk: Critical Perspectives on a Canadian Murder  
**Category:** Non-fiction / Ethnicity Studies  
**Publication Date:** November 1, 2010  
**Price:** \$34.95  
**ISBN:** 9780889614802  
**Promotion:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** No

## COTEAU BOOKS

Tel: 306-777-0174  
E-mail: [coteau@coteaubooks.com](mailto:coteau@coteaubooks.com)  
Website: [www.coteaubooks.com](http://www.coteaubooks.com)  
Contact: Nik Burton

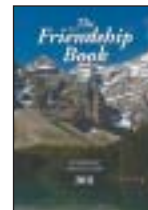
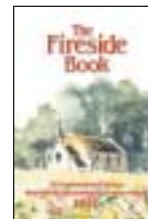
**Author:** Rachel Wyatt  
**Title:** Letters to Omar  
**Category:** Fiction  
**Publication Date:** September  
**Price:** \$21.00 PB  
**ISBN:** 978155054484  
**Tour Information:** Edmonton, Calgary, Regina, Vancouver, Vancouver International Writers Festival - Oct 19, Calgary Fictionista Reading - Sept 29  
**Advertising:** BFE confirmed, double truck, BC BookWorld ad  
**Promotion:** Blogging, Twitter, e-blasts  
**Media:** TBC  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## DC THOMSON & CO. LTD.

Tel: 011-44-1382-575426  
Fax: 011-44-1382-452481  
E-mail: [pkennedy@dcthomson.co.uk](mailto:pkennedy@dcthomson.co.uk)  
Website: [www.dcthomson.co.uk/annuals](http://www.dcthomson.co.uk/annuals)  
Contact: Peter G. Kennedy

**Title:** The Fireside Book  
**Category:** Poetry  
**Price:** \$15.95  
**ISBN:** 9781845354329  
**Advertising:** Canadianbookseller, Globe and Mail  
**Co-op Available:** Yes

**Title:** The Friendship Book  
**Category:** Inspirational  
**Price:** \$15.95  
**ISBN:** 9781845354336  
**Advertising:** Canadianbookseller, Globe and Mail  
**Co-op Available:** Yes



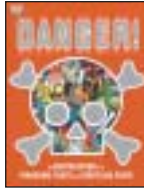
# FALL 2010 PROMOTION PLANNER

DK PUBLISHING • D&M PUBLISHERS • FERNWOOD PUBLISHING • FIREFLY BOOKS LTD. • FOCAL PRESS

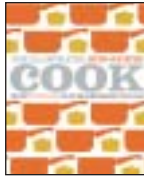
## DK PUBLISHING

Tel: 416-469-4008  
Fax: 416-469-0332  
E-mail: [rebecca.richardson@tourmaline.ca](mailto:rebecca.richardson@tourmaline.ca)  
Website: <http://cn.dk.com> or [www.dk-canada.com](http://www.dk-canada.com)  
Contact: Rebecca Richardson

**Title:** Danger!  
**Category:** Children's, 8+  
**Publication Date:** October 2010  
**Price:** \$22.99  
**ISBN:** 9780756667399  
**Advertising:** The Magazine / Globe and Mail / Owl  
**Promotion:** Online contest  
**Media:** Review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes



**Title:** The Illustrated Step-by-Step Cook  
**Category:** Cooking / Food  
**Publication Date:** September 2010  
**Price:** \$40.00  
**ISBN:** 9780756667535  
**Advertising:** Globe and Mail / National Post / Canadian Family  
**Promotion:** Online excerpts  
**Media:** Review mailing and excerpts  
**ARCs Available:** No  
**Co-op Available:** Yes



## D&M PUBLISHERS

Tel: 604-254-7191 x212  
Fax: 604-254-9099  
E-mail: [jenniferg@dmpibooks.com](mailto:jenniferg@dmpibooks.com)  
Website: [www.dmpibooks.com](http://www.dmpibooks.com)  
Contact: Jennifer Gauthier

**Author:** Meeru Dhatwala and Vikram Vij  
**Title:** Vij's at Home: Relax, Honey (*Douglas & McIntyre*)  
**Category:** Cooking  
**Publication Date:** September 18, 2010  
**Price:** \$40.00  
**ISBN:** 9781553655725  
**Tour Information:** September 18 – Vancouver; September 18 – Surrey; September 30 – Toronto; October 10 – Montreal  
**Advertising:** BfE  
**Media:** National media

**Author:** David Suzuki  
**Title:** The Legacy (*Greystone Books*)  
**Category:** Nature / Environment  
**Publication Date:** September 11, 2010  
**Price:** \$25.00  
**ISBN:** 9781553655701  
**Tour Information:** September 17 – Vancouver; September 18 – Surrey; September 20 – Edmonton; September 21 – Calgary; September 22 – Castlegar; September 24 – Victoria; September 27 – Ottawa; September 28 – Montreal; September 29 – Toronto; October 2 – Hamilton; October 03 – Halifax  
**Media:** National media

## FERNWOOD PUBLISHING

Tel: 902-857-1388  
Fax: 902-857-1328  
E-mail: [promotions@fernpub.ca](mailto:promotions@fernpub.ca)  
Website: [www.fernwoodpublishing.ca](http://www.fernwoodpublishing.ca)  
Contact: Nancy Malek

**Author:** Yantra Bertrelli, Jennifer Silverman, Sarah Talbot (Editors)  
**Title:** My Baby Rides the Short Bus: The Unabashedly Human Experience of Raising Kids with Disabilities  
**Category:** Non-fiction  
**Publication Date:** September 2010  
**Price:** \$21.95



**ISBN:** 9781552663981  
**ARCs Available:** Yes  
**Co-op Available:** No

**Author:** Rebecca Haskell & Brian Burch  
**Title:** Get That Freak: Homophobia and Transphobia in High Schools  
**Category:** Non-fiction  
**Publication Date:** October 2010  
**Price:** \$17.95  
**ISBN:** 9781552663783  
**Tour Information:** Launch in Vancouver – October 2010  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Gord Hill  
**Title:** 500 Years of Indigenous Resistance  
**Category:** Non-fiction  
**Publication Date:** September 2010  
**Price:** \$10.95  
**ISBN:** 9781552663974  
**ARCs Available:** Yes  
**Co-op Available:** No

**Author:** David Hugill  
**Title:** Missing Women, Missing News: Covering Crisis in Vancouver's Downtown Eastside  
**Category:** Non-fiction  
**Publication Date:** September 2010  
**Price:** \$17.95  
**ISBN:** 9781552663776  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Jeff Karabanow, Alexa Carson, Philip Clement, Katie Crane  
**Title:** Leaving the Streets: Stories of Canadian Youth  
**Category:** Non-fiction  
**Publication Date:** October 2010  
**Price:** \$17.95  
**ISBN:** 9781552663790  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Kouri T. Keenan and Joan Brockman  
**Title:** Mr. Big: Exposing Undercover Investigations in Canada  
**Category:** Non-fiction  
**Publication Date:** September 2010  
**Price:** \$18.95  
**ISBN:** 9781552663769  
**ARCs Available:** Yes  
**Co-op Available:** No

**Author:** Sasha Lilley  
**Title:** Capital and Its Discontents: Conversations with Radical Thinkers in a Time of Tumult  
**Category:** Non-fiction  
**Publication Date:** November 2010  
**Price:** \$21.95  
**ISBN:** 9781552663943  
**ARCs Available:** Yes  
**Co-op Available:** No

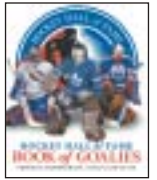
**Author:** Christopher Lind  
**Title:** Rumours of a Moral Economy  
**Category:** Non-fiction  
**Publication Date:** September 2010  
**Price:** \$18.95  
**ISBN:** 9781552663738  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Dennis Raphael  
**Title:** About Canada: Health and Illness  
**Category:** Non-fiction  
**Publication Date:** September 2010  
**Price:** \$17.95  
**ISBN:** 9781552663776  
**ARCs Available:** Yes  
**Co-op Available:** Yes

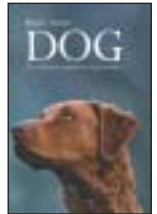
## FIREFLY BOOKS LTD.

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E-mail: [valerie@fireflybooks.com](mailto:valerie@fireflybooks.com)  
Website: [www.fireflybooks.com](http://www.fireflybooks.com)  
Contact: Valerie Hatton

**Author:** Edited by Steve Cameron, with an introduction by Michael Farber  
**Title:** Hockey Hall of Fame Books of Goalies: Profiles, Memorabilia, Essays and Stats  
**Category:** Sports  
**Publication Date:** October 2010  
**Price:** \$35.00 plastic-laminated hardcover with jacket  
**ISBN:** 978155407644-4 / 216 pages / photos throughout  
**Advertising:** Hockey News, and The Hockey Hall of Fame and Museum  
**ARCs Available:** Yes  
**Co-op Available:** Yes



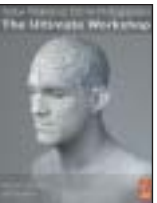
**Author:** Bruce Fogle, DVM, (University of Guelph, Ontario), MRCVS  
**Title:** Dog: The Definitive Guide for Dog Owners  
**Category:** Pets  
**Publication Date:** September 2010  
**Price:** \$29.95 paperback / \$39.95 hardcover  
**ISBN:** 9781554077007 paperback / ISBN: 9781554077793 hardcover  
**Tour Information:** Toronto (Sept)  
**Media:** Radio interviews via telephone  
**ARCs Available:** Yes  
**Co-op Available:** Yes



## FOCAL PRESS

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Fax: 800-665-0103  
E-mail: [orders@lb.ca](mailto:orders@lb.ca)  
Website: [www.lb.ca](http://www.lb.ca)  
Contact: Login Canada

**Author:** Martin Evening and Jeff Schewe  
**Title:** Adobe Photoshop CS5 for Photographers: The Ultimate Workshop  
**Category:** Computers / End-User Computing / Photography  
**Publication Date:** October 2010  
**Price:** \$60.50  
**ISBN:** 9780240814834  
**Advertising:** Print: Photoshop User, Layers, Shutterbug; Online: Photo.net, PopPhoto.com, DigitalPhotoPro.com, Photoshopworld.com, Photoshop E-mail to Rented List; Focal e-catalog 2010  
**Promotion:** Tradeshow: Photoplus Expo 2010  
**ARCs Available:** No  
**Co-op Available:** At the discretion of the publisher

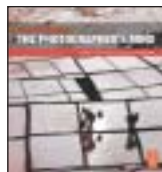


**Author:** Michael Freeman  
**Title:** Michael Freeman's Digital Photography Reference System: The Complete Photographer's Library, in a Box  
**Category:** Photography  
**Publication Date:** 2010  
**Price:** \$94.95  
**ISBN:** 9780240813141  
**Advertising:** Online: Photo.net, PopularPhotography.com, OutdoorPhotography.com, PhotoTechnique.com; Internal and External Holiday E-mail Blast to Rented List; Focal e-catalog 2010  
**Promotion:** Tradeshow: Photoplus Expo 2010; Focal monthly photography contest promotion throughout 2010  
**ARCs Available:** No  
**Co-op Available:** At the discretion of the publisher



# FALL 2010 PROMOTION PLANNER

FOCAL PRESS • FRONTENAC HOUSE • GEOSCIENCE PUBLISHING • GOOSE LANE EDITIONS • GROUNDWOOD BOOKS .



**Author:** Michael Freeman  
**Title:** The Photographer's Mind  
**Category:** Photography  
**Publication Date:** October 2010  
**Price:** \$32.95  
**ISBN:** 9780240815176  
**Advertising:** Print: Photo District News, Shutterbug; Online: Photo.net, PopularPhotography.com,

OutdoorPhotography.com, AmateurPhotographer.co.uk  
**Promotion:** Tradeshows: Photoplus Expo 2010; Focal e-catalog 2010; Focal Monthly Photography Contest (Nov)  
**ARCs Available:** No  
**Co-op Available:** At the discretion of the publisher



**Author:** Gustavo Mercado  
**Title:** The Filmmaker's Eye: Learning (and Breaking) the Rules of Cinematic Composition  
**Category:** Film / Video Technical  
**Publication Date:** September 2010  
**Price:** \$30.95  
**ISBN:** 9780240812175  
**Advertising:** Print: American

Cinematographer; Online: Moviemaker; E-mail: Indie Slate, Moviemaker, list of bookbuyers/industry opt-ins  
**Promotion:** Tradeshows: UFVA  
**ARCs Available:** No  
**Co-op Available:** At the discretion of the publisher



**Author:** Shutter Sisters  
**Title:** Expressive Photography: The Shutter Sisters' Guide to Shooting from the Heart  
**Category:** Photography  
**Publication Date:** October 2010  
**Price:** \$32.95  
**ISBN:** 9780240813479  
**Advertising:** Print: Photo District News, Shutterbug; Online: Photo.net,

PopularPhotography.com, OutdoorPhotography.com, AmateurPhotographer.co.uk  
**Promotion:** Tradeshows: Photoplus Expo 2010; Focal e-catalog 2010; Focal Monthly Photography Contest (Oct)  
**ARCs Available:** No  
**Co-op Available:** At the discretion of the publisher

**Author:** Richard D. Zakia and David Page

**Title:** Photographic Composition: A Visual Guide

**Category:** Photography

**Publication Date:** September 2010

**Price:** \$32.95

**ISBN:** 9780240815077

**Advertising:** Online: PDNonline.com, PopPhoto.com, PhotoTechnique.com, Photo.net

**Promotion:** Tradeshows: Photoplus Expo 2010, SPE 2010, Focal e-catalog 2010

**ARCs Available:** No

**Co-op Available:** At the discretion of the publisher



## FRONTENAC HOUSE

**Tel:** 403-245-2491

**Fax:** 403-245-2380

**E-mail:** editor@frontenachouse.com

**Website:** www.frontenachouse.com

**Contact:** Rose Scollard

**Author:** Doug Griffiths and Kelly Clemmer

**Title:** 13 Ways to Kill Your Community

**Category:** Non-fiction

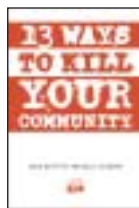
**Publication Date:** September 2010

**Price:** \$19.95

**ISBN:** 9781897181423

**Tour Information:** Edmonton and Calgary (mid September) and towns throughout Alberta

**Advertising:** Alberta Views, Freefall



**Promotion:** National press releases, social media releases  
**Media:** Radio and TV interviews, reviews

**Author:** Sid Marty

**Title:** Sky Humour

**Category:** Poetry

**Publication Date:** September 2010

**Price:** \$19.95

**ISBN:** 9781897181430

**Tour Information:** Edmonton, Lethbridge, Calgary

**Advertising:** Alberta Views, Freefall

**Promotion:** National press releases, social media releases

**Media:** Radio and TV interviews, reviews



## GEOSCIENCE PUBLISHING

**Tel:** 780-467-8460

**Fax:** 780-449-6281

**E-mail:** geosci@telusplanet.net

**Website:** www.geosciencepublishing.ca

**Contact:** Dr. Brian Hitchon

**Author:** Brian Hitchon; artwork by Steve Ferchard

**Title:** Birds of Western Canada: A funny field guide

**Category:** Humour / Cartoons

**Publication Date:** August / September

**Price:** \$6.00 (estimated)

**ISBN:** 9780968084465

**ARCs Available:** No

**Co-op Available:** No



## GOOSE LANE EDITIONS

**Tel:** 1-888-926-8377

**Fax:** 506-459-4991

**E-mail:** credekop@gooselane.com

**Website:** www.gooselane.com

**Contact:** Corey Redekop

**Author:** Tappan Adney; Editor: Ted Behne

**Title:** The Travel Journals of Tappan Adney 1887-1890

**Category:** History / Travel

**Publication Date:** September 24, 2010

**Price:** \$17.95

**ISBN:** 9780864926289

**Tour Information:** Promotional tour, with special events in Woodstock, Fredericton and Saint John, NB

**Advertising:** Advertising in major publications, including the Globe and Mail, Quill & Quire, Atlantic Books Today, Canada's History, Books for Everybody

**Promotion:** National review mailing, interviews with national/regional media

**Media:** National/Regional Media Relations Campaign, focusing on nature, history and travel media

**ARCs Available:** No

**Co-op Available:** No

**Author:** Deborah Carr

**Title:** Sanctuary: The Story of Naturalist Mark Majka

**Category:** Biography

**Publication Date:** September 10, 2010

**Price:** \$19.95

**ISBN:** 9780864926241

**Tour Information:** Regional Author Reading Tour, with launch event at Fundy National Park, and appearances in Moncton, Saint John, Fredericton and Halifax by the author and Mary Majka

**Advertising:** Advertising in major trade media publications, including Quill & Quire, Saltscapes, Atlantic Books Today, The Telegraph Journal

**Promotion:** Electronic ARC distribution, national review mailing, interviews with national media

**Media:** National/Regional Media Relations Campaign, with a focus on environmental and nature media

**ARCs Available:** No

**Co-op Available:** No

**Author:** Virginia Eichhorn & Adam Duncan Harris

**Title:** George McLean: The Living Landscape

**Category:** Art

**Publication Date:** October 22, 2010

**Price:** \$60

**ISBN:** 9780864926258

**Tour Information:** Accompanying an international touring exhibition of McLean's work, opening at the Tom Thomson Gallery in Owen Sound (September 2010), and thereafter touring to Toronto, Sudbury and other venues.  
**Advertising:** Advertising in major publications, including the Globe and Mail, Quill & Quire, Books for Everybody, Canadian Art

**Promotion:** National review mailing, exhibition tie-in with travelling exhibition of McLean's work

**Media:** National/Regional Media Relations Campaign, in association with exhibition opening focusing on major print and broadcast media.

**ARCs Available:** No

**Co-op Available:** Yes



**Author:** Doug Harris

**Title:** YOU comma Idiot

**Category:** Fiction

**Publication Date:** September 17, 2010

**Price:** \$29.95

**ISBN:** 9780864926302

**Tour Information:** National Author Reading Tour, including launch in Montreal (September), follow-up appearances in Toronto, Ottawa, Vancouver

**Advertising:** Advertising in major publications, including the Globe and Mail, Quill & Quire, Books for Everybody

**Promotion:** National review copy distribution, interviews with national media, online campaign including trailer, blog reviews, etc.

**Media:** National Media Relations Campaign

**ARCs Available:** Yes

**Co-op Available:** Yes

**Author:** Bob Mersereau

**Title:** The Top 100 Canadian Singles

**Category:** Music / Pop Culture

**Publication Date:** September 30, 2010

(Embargoed release)

**Price:** \$35

**ISBN:** 9780864925374

**Tour Information:** National Author Tour,

with events in Vancouver, Toronto, Winnipeg, Montreal, Halifax and Fredericton

**Advertising:** Advertising in major trade media and music publications, including the Globe and Mail, Quill & Quire, Access Magazine, Canadian Musician, Books for Everybody

**Promotion:** National review mailing, interviews with national pop culture, music and book media (pre- and post-pub), author blog, cross-promotional opportunities

**Media:** National Media Relations Campaign focused on pop culture, music and book media outlets in major media outlets (print, broadcast and online)

**ARCs Available:** No

**Co-op Available:** Yes



## GROUNDWOOD BOOKS

**Tel:** 416-363-4343 x43

**Fax:** 416-363-1017

**E-mail:** emockler@groundwoodbooks.com

**Website:** www.groundwoodbooks.com

**Contact:** Emily Mockler

**Author:** Hervé Bouchard; illustrated by Janice Nadeau;

translated by Helen Mixer

**Title:** Harvey

**Category:** Ages 10 and up

**Publication Date:** September 2010

**Price:** \$19.95

**ISBN:** 9781554980758

**ARCs Available:** No

**Co-op Available:** Yes



# FALL 2010 PROMOTION PLANNER

GROUNDWOOD BOOKS • H.B. FENN & COMPANY LTD. • HANCOCK HOUSE • HERITAGE HOUSE • HOUSE OF ANANSI PRESS INC. • HUMAN KINETICS

**Author:** Martha Brooks  
**Title:** Queen of Hearts  
**Category:** Young Adult  
**Publication Date:** September 2010  
**Price:** \$14.95  
**ISBN:** 9780888998286  
**Tour Information:** Launch at McNally Robinson Grant Park, September 8, 2010. Martha will also be doing a Jazz and book event in Toronto, October 2010.  
**ARCs Available:** Yes



**Author:** Alan E. Sparks  
**Title:** Dreaming of Wolves: Adventures in the Carpathian Mountains of Transylvania  
**Category:** Travelogue / Ecology / Environment  
**Publication Date:** Fall 2010  
**Price:** \$22.95  
**ISBN:** 9780888396631  
**Promotion:** Author signing and in-store feature at Boulder Bookstore in Boulder, Colorado  
**ARCs Available:** No  
**Co-op Available:** No



**Promotion:** In partnership with Roots Canada  
**Media:** National Media attention  
**ARCs Available:** No  
**Co-op Available:** Yes

## HUMAN KINETICS

**Tel:** 800-665-1148  
**Fax:** 800-665-0103  
**E-mail:** orders@lb.ca  
**Website:** www.lb.ca  
**Contact:** Login Canada

**Author:** Richard Benyo  
**Title:** Timeless Running Wisdom  
**Category:** Fitness / Sports / Recreation  
**Publication Date:** December 2010  
**Price:** \$18.95  
**ISBN:** 9780736099349  
**Advertising:** Advertising in Canadian Running Magazine and Triathlon Canada  
**Promotion:** National Direct Mail  
**Media:** National media campaign  
**ARCs Available:** No  
**Co-op Available:** No



## H.B. FENN & COMPANY LTD.

**Tel:** 905-951-6600 x257  
**Fax:** 905-951-6601  
**E-mail:** krystle.forget@hbfenn.com  
**Website:** www.hbfenn.com  
**Contact:** Krystle Forget

**Author:** Dickson Despommier  
**Title:** The Vertical Farm (St. Martin's Press)  
**Category:** Technology  
**Publication Date:** October 12, 2010  
**Price:** \$28.99  
**ISBN:** 9780312611392  
**ARCs Available:** No

**Author:** Tatiana de Rosnay  
**Title:** A Secret Kept (St. Martin's Press)  
**Category:** Fiction  
**Publication Date:** September 14, 2010  
**Price:** \$27.99  
**ISBN:** 9780312593315  
**ARCs Available:** Yes

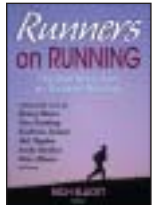
## HERITAGE HOUSE

**Tel:** 250-360-0829  
**Fax:** 250-386-0829  
**E-mail:** editorial@heritagehouse.ca  
**Website:** www.heritagehouse.ca  
**Contact:** Vivian Sinclair

**Author:** Theodore Fontaine  
**Title:** Broken Circle: The Dark Legacy of Indian Residential Schools  
**Category:** Memoir  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781926613666  
**Tour Information:** September - Winnipeg; October - New York City, Edmonton; November - Vancouver, Victoria; December - Ottawa; January - Halifax  
**Advertising:** ULS, regional newspapers  
**Promotion:** National Radio, Newspaper  
**ARCs Available:** Chapter Samples  
**Co-op Available:** Yes



**Author:** Richard Elliott  
**Title:** Runners on Running  
**Category:** Fitness / Sports / Recreation  
**Publication Date:** February 2011  
**Price:** \$19.95  
**ISBN:** 9780736095709  
**Advertising:** Advertising in Canadian Running Magazine and Triathlon Canada  
**Promotion:** National Direct Mail  
**Media:** National media campaign  
**ARCs Available:** No  
**Co-op Available:** No



## HANCOCK HOUSE

**Tel:** 604-538-1114 or toll free: 1-800-938-1114  
**Fax:** 604-538-2262 or toll free: 1-800-983-2262  
**E-mail:** sales@hancockhouse.com  
**Website:** www.hancockhouse.com

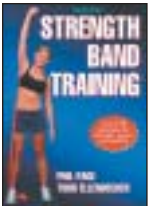
**Author:** E.C. (Ted) Meyers  
**Title:** Mattie: Wyatt Earp's Secret Second Wife  
**Category:** Biography / Old West History  
**Publication Date:** Fall 2010  
**Price:** \$19.95  
**ISBN:** 9780888396280  
**ARCs Available:** No  
**Co-op Available:** No



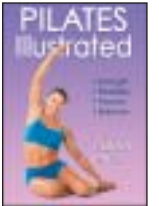
**Author:** Caroll Simpson  
**Title:** The First Mosquito  
**Category:** Children's First Nation Legends  
**Publication Date:** September 2010  
**Price:** \$24.95  
**ISBN:** 9781926613673  
**Tour Information:** September: Victoria, Vancouver  
**Advertising:** ULS, regional newspapers  
**Promotion:** National Radio, Newspaper  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Phillip Page, Todd Ellenbecker  
**Title:** Strength Band Training  
**Category:** Fitness / Sports / Recreation  
**Publication Date:** November 2010  
**Price:** \$20.95  
**ISBN:** 9780736090377  
**Promotion:** National Direct Mail  
**Media:** National media campaign  
**ARCs Available:** No  
**Co-op Available:** No



**Author:** Portia Page  
**Title:** Pilates Illustrated  
**Category:** Fitness / Sports / Recreation  
**Publication Date:** November 2010  
**Price:** \$19.95  
**ISBN:** 9780736092906  
**Promotion:** National Direct Mail  
**Media:** National media campaign  
**ARCs Available:** No  
**Co-op Available:** No



## HOUSE OF ANANSI PRESS INC.

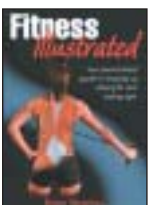
**Tel:** 416-363-4343 x43  
**Fax:** 416-363-1017  
**E-mail:** emily@anansi.ca  
**Website:** www.anansi.ca  
**Contact:** Emily Mockler

**Author:** John Lavery  
**Title:** Sandra Beck  
**Category:** Fiction  
**Publication Date:** September 2010  
**Price:** \$22.95  
**ISBN:** 9780887842566  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Tessa Virtue and Scott Moir, as told to Steve Milton  
**Title:** Tessa & Scott: Our Journey from Childhood Dream to Olympic Gold  
**Category:** Non-Fiction  
**Publication Date:** November 2010  
**Price:** \$34.95  
**ISBN:** 9780887842733  
**Tour Information:** Author tour to coincide with skating events

**Author:** Brian Sharkey  
**Title:** Fitness Illustrated  
**Category:** Fitness / Sports / Recreation  
**Publication Date:** October 2010  
**Price:** \$24.95  
**ISBN:** 9780736081580  
**Advertising:** Included in Books for Everybody  
**Promotion:** National Direct Mail  
**Media:** National media campaign  
**ARCs Available:** No  
**Co-op Available:** No



**Author:** Christopher L. Murphy  
**Title:** Know the Sasquatch/Bigfoot: Sequel and Update to Meet the Sasquatch  
**Category:** Cryptozoology  
**Publication Date:** Fall 2010  
**Price:** \$34.95  
**ISBN:** 9780888396570  
**ARCs Available:** No  
**Co-op Available:** No

**Author:** Mary Scott  
**Title:** Ben Kramer: Climbing Beyond Autism  
**Category:** Biography  
**Publication Date:** Fall 2010  
**Price:** \$22.95  
**ISBN:** 9780888396617  
**ARCs Available:** No  
**Co-op Available:** No



# FALL 2010 PROMOTION PLANNER

KEY PORTER BOOKS • McARTHUR & COMPANY • McCLELLAND & STEWART LTD. • McGRAW HILL

## KEY PORTER BOOKS

Tel: 1-800-267-3366  
Fax: 1-800-465-3422  
E-mail: [cusserv@hbfnenn.com](mailto:cusserv@hbfnenn.com)  
Website: [www.keyporter.com](http://www.keyporter.com)  
Contact: H.B. Fenn & Company Limited

**Author:** Valerie Fortney  
**Title:** Sunray: The Death and Life of Captain Nichola Goddard  
**Category:** Biography / Canadian History / Military  
**Publication Date:** September 2010  
**Price:** \$32.95  
**ISBN:** 9781554703005  
**Tour Information:** Calgary (Sept 8 and 9); Edmonton (Sept 13); Toronto (Sept 22 and 23); Winnipeg (Sept 20 and 21); Kingston/Trenton (Sept 24); Charlottetown (November 2)  
**Advertising:** Esprit de Corps  
**Promotion:** Outreach to the military community  
**Media:** National Media from Toronto, excerpt in CANWEST chain  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** The Historica-Dominion Institute  
**Title:** We Were Freedom: Canadian Stories of the Second World War  
**Category:** Canadian History / Military  
**Publication Date:** October 2010  
**Price:** \$35.00  
**ISBN:** 9781554703029

**Advertising:** Esprit de Corps

**Promotion:** Co-promotion with the Historica-Dominion Institute, school events with veterans  
**Media:** National Media from Toronto, Regional media with veterans  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Christopher Shulgan  
**Title:** Superdad: A Memoir of Rebellion, Drugs and Fatherhood  
**Category:** Memoir  
**Publication Date:** September 2010  
**Price:** \$29.95  
**ISBN:** 9781554703012  
**Tour Information:** National Media out of Toronto  
**Promotion:** Advance Reading Copies, Postering Campaign in Toronto, Pitch to Literary Festivals, Author Events  
**Media:** National Media from Toronto, excerpt in Toronto Life, review on boingboing.net (Sept 30th)  
**ARCs Available:** Yes  
**Co-op Available:** Yes



## McARTHUR & COMPANY

Tel: 416-408-4007  
Fax: 416-408-4081  
E-mail: [devon@mcarthur-co.com](mailto:devon@mcarthur-co.com)  
Website: [www.mcarthur-co.com](http://www.mcarthur-co.com)  
Contact: Devon Pool

**Author:** Mark Billingham  
**Title:** From the Dead  
**Category:** Fiction  
**Publication Date:** September 2010  
**Price:** \$24.95  
**ISBN:** 9781552788714  
**Advertising:** Globe and Mail, National Post  
**Promotion:** Online promotions including blog tour, newsletter feature, contest and giveaways  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Lisa Dow  
**Title:** With Her Boots On  
**Category:** Fiction  
**Publication Date:** October 2010  
**Price:** \$16.95  
**ISBN:** 9781552788745  
**Advertising:** Online advertising campaign  
**Promotion:** Online promotions including blog tour, newsletter feature, contest and giveaways  
**Media:** National review mailing and regional media coverage  
**ARCs Available:** Yes through NetGalley  
**Co-op Available:** Yes

**Author:** Martin Goldfarb and Howard Aster  
**Title:** Affinity: Beyond Branding  
**Category:** Business  
**Publication Date:** September 2010  
**Price:** \$29.95  
**ISBN:** 9781552788912  
**Tour Information:** Toronto, Ottawa (September 2010)  
**Advertising:** Globe and Mail, National Post, Maclean's, Toronto Star  
**Promotion:** Online promotion including blog tour, newsletter feature, contest and giveaways  
**Media:** National review and media coverage  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Lucretia Grindle  
**Title:** The Villa Triste  
**Category:** Fiction  
**Publication Date:** October 2010  
**Price:** \$24.95  
**ISBN:** 9781552788721  
**Advertising:** Globe and Mail, National Post  
**Promotion:** Online promotion including blog tour, newsletter feature, contest and giveaways  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Marc Levy  
**Title:** All Those Things We Never Said  
**Category:** Fiction  
**Publication Date:** October 2010  
**Price:** \$24.95  
**ISBN:** 9781552789070  
**Tour Information:** Vancouver, Calgary, Toronto (October 2010)  
**Advertising:** Globe and Mail, National Post, Toronto Star  
**Promotion:** Online promotion including blog tour, newsletter feature, contest and giveaways  
**Media:** National review mailing and media coverage  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Valerio Massimo Manfredi  
**Title:** The Ancient Curse  
**Category:** Fiction  
**Publication Date:** October 2010  
**Price:** \$24.95  
**ISBN:** 9781552788738  
**Advertising:** Globe and Mail, National Post  
**Promotion:** Online promotions including blog tour, newsletter feature, contest and giveaways  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Donna Thomson  
**Title:** The Four Walls of My Freedom  
**Category:** Memoir  
**Publication Date:** September 2010  
**Price:** \$29.95  
**ISBN:** 9781552788905  
**Tour Information:** Toronto (October 2010)  
**Advertising:** Globe and Mail, Literary Review of Canada, Maclean's



**Promotion:** Online promotion including blog tour and newsletter feature  
**Media:** National review and media coverage  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Cora Tsoufidou  
**Title:** Breakfast with Cora  
**Category:** Memoir  
**Publication Date:** September 2010  
**Price:** \$24.95  
**ISBN:** 9781552788929  
**Tour Information:** Toronto, Montreal (Fall 2010)  
**Advertising:** Globe and Mail, National Post, Montreal Gazette, Toronto Star  
**Promotion:** Online promotion including blog tour, newsletter feature, contest and giveaways  
**Media:** National review mailing and media coverage  
**ARCs Available:** No  
**Co-op Available:** Yes

## McCLELLAND & STEWART LTD.

Tel: 416-598-1114 x238  
Fax: 416-598-7764  
E-mail: [adunn@mcclelland.com](mailto:adunn@mcclelland.com)  
Website: [www.mcclelland.com](http://www.mcclelland.com)  
Contact: Ashley Dunn (for publicity enquiries)

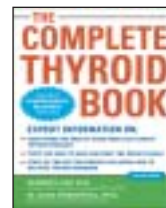
**Author:** Peter Robinson  
**Title:** Bad Boy  
**Category:** Fiction  
**Publication Date:** On sale September 14  
**Price:** \$29.99  
**ISBN:** 9780771076121  
**Tour Information:** Multi-city tour  
**Advertising:** National advertising  
**Promotion:** National review mailing, national media  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Jane Urquhart  
**Title:** Sanctuary Line  
**Category:** Fiction  
**Publication Date:** On sale August 31  
**Price:** \$29.99  
**ISBN:** 9780771086485  
**Tour Information:** Toronto, Ottawa, Montreal, Vancouver, Calgary, East Coast  
**Advertising:** National advertising  
**Promotion:** National review mailing, festival appearances (Calgary Wordfest)  
**ARCs Available:** No  
**Co-op Available:** Yes

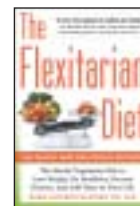
## McGRAW HILL

Tel: 1-800-565-5758  
Fax: 1-800-463-5885  
E-mail: [cs\\_queries@mcgrawhill.ca](mailto:cs_queries@mcgrawhill.ca)  
Website: [www.mcgrawhill.ca/tpm](http://www.mcgrawhill.ca/tpm)  
Contact: Customer Service Department

**Author:** Kenneth Ain, M. Sara Rosenthal  
**Title:** The Complete Thyroid Book  
**Category:** Health & Fitness  
**Publication Date:** September 2010  
**Price:** \$23.95  
**ISBN:** 9780071743488  
**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Dawn Jackson Blatner  
**Title:** The Flexitarian Diet  
**Category:** Health & Fitness  
**Publication Date:** Available  
**Price:** \$19.95  
**ISBN:** 9780071745796



# FALL 2010 PROMOTION PLANNER

McGRAW HILL • MONARCH BOOKS OF CANADA • NAPOLEON AND COMPANY • NIMBUS PUBLISHING • NOVALIS

**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes

**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes

**NIMBUS PUBLISHING**  
**Tel:** 902-455-2963  
**Fax:** 902-455-5440  
**E-mail:** [tbulger@nimbus.ca](mailto:tbulger@nimbus.ca)  
**Website:** [www.nimbus.ca](http://www.nimbus.ca)  
**Contact:** Terrilee Bulger

**MONARCH BOOKS OF CANADA**  
**Tel:** 416-663-8231  
**Fax:** 416-736-1702  
**E-mail:** [adam@monarchbooks.ca](mailto:adam@monarchbooks.ca)  
**Website:** [www.monarchbooks.ca](http://www.monarchbooks.ca)  
**Contact:** Monarch Books of Canada

**Author:** Lesley Crewe  
**Title:** Her Mother's Daughter (*Vagrant Press*)  
**Category:** Fiction  
**Publication Date:** September 2010  
**Tour Information:** Mid - late September, Halifax, Fredericton, Toronto, Calgary, Winnipeg  
**Advertising:** BfE, Chronicle Herald, Salty Ink, Saltscapes, ABT  
**Promotion:** Posters and bookmarks, social media  
**Media:** CTV Live at Five confirmed  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Bobby Hull with Bob Verdi  
**Title:** The Golden Jet: Bobby Hull  
**Category:** Sports  
**Publication Date:** October 2010  
**Price:** \$34.95  
**ISBN:** 9781600784057  
**Tour Information:** Book Signings – Toronto & GTA area  
**Promotion:** Author Tour / Print Reviews  
**Media:** Major Canadian TV & Radio Appearances  
**ARCs Available:** No  
**Co-op Available:** No

**Author:** Sheree Fitch  
**Title:** Mabel Murple  
**Category:** Children's  
**Publication Date:** September 2010  
**Tour Information:** Late September, Halifax, Fredericton  
**Advertising:** BfE, Chronicle Herald, ABT, CCBN, Our Children  
**Promotion:** YouTube videos, posters with orders over five, bookmarks  
**Media:** Atlantic Books Today  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Judith Lothian & Charlotte DeVries  
**Title:** The Official Lamaze Guide  
**Category:** Health / Pregnancy  
**Publication Date:** September 2010  
**Price:** \$14.95  
**ISBN:** 9780881665666  
**Advertising:** Canadian Family ad  
**Promotion:** Books for Everybody  
**ARCs Available:** No  
**Co-op Available:** No

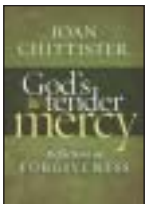
**NAPOLEON AND COMPANY**  
**Tel:** 416-465-9961  
**Fax:** 416-465-3241  
**E-mail:** [editor@napoleonandcompany.com](mailto:editor@napoleonandcompany.com)  
**Website:** [www.napoleonandcompany.com](http://www.napoleonandcompany.com)  
**Contact:** Allister Thompson

**NOVALIS**  
**Tel:** 1-877-702-7773 x230 / 416-363-3303 x230  
**Fax:** 1-877-702-7775 / 416-363-9409  
**E-mail:** [tradebooks@novalis.ca](mailto:tradebooks@novalis.ca)  
**Website:** [www.novalis.ca](http://www.novalis.ca)  
**Contact:** Thomas Morrison

**Author:** Ann Birch  
**Title:** Settlement  
**Category:** Historical Fiction  
**Publication Date:** September 2010  
**Price:** \$22.95  
**ISBN:** 9781926607047  
**Tour Information:** Ontario author appearances  
**Advertising:** Quill & Quire, Canadianbookseller, online ads  
**Promotion:** Promotional materials available  
**ARCs Available:** Yes  
**Co-op Available:** Yes

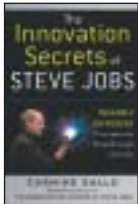


**Author:** Joan Chittister  
**Title:** God's Tender Mercy: Reflections on Forgiveness  
**Category:** Prayer / Christianity  
**Publication Date:** September 2010  
**Price:** \$12.95  
**ISBN:** 9781585957996  
**Advertising:** Quill & Quire, Words to Live by Catalogue (National & Bookstore Distribution)  
**Promotion:** National and International review mail-out to print, radio and TV; E-marketing: newsletter, website & announcements on all social media  
**Media:** CBC Tapestry  
**ARCs Available:** No  
**Co-op Available:** No



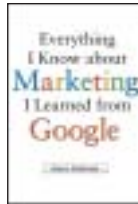
**Author:** Lucy Lemay Cellucci  
**Title:** True Colours  
**Category:** Young Adult / Teen Fiction  
**Publication Date:** September 2010  
**Price:** \$9.95  
**ISBN:** 9781926607139  
**Tour Information:** Ontario author appearances  
**Advertising:** Quill & Quire, Canadianbookseller, Children's Book News, Canadian Teacher  
**Promotion:** Online advertising, social media promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** René Fumoleau  
**Title:** Way Down North: Dene Life Dene Land  
**Category:** Photography / History – Native American  
**Publication Date:** October 2010  
**Price:** \$29.95  
**ISBN:** 9782896462322  
**Tour Information:** Yellowknife, NWT, October 2010  
**Advertising:** Quill & Quire, Canadian Geographic Magazine, Up Here, Books for Everybody, Publishers Weekly, Words to Live By Catalogue (National & Bookstore Distribution)  
**Promotion:** National & International review mail-out to print, radio and TV  
**Media:** CBC Radio Yellowknife, Aboriginal Voices Radio, CBC TV Yellowknife, CBC Radio Q  
**ARCs Available:** No  
**Co-op Available:** No

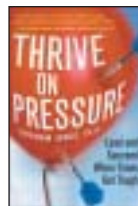
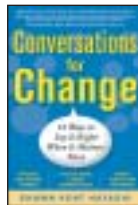


**Author:** Carmine Gallo  
**Title:** The Innovation Secrets of Steve Jobs  
**Category:** Business  
**Publication Date:** October 2010  
**Price:** \$29.95  
**ISBN:** 9780071748759  
**Advertising:** Books for Everybody catalogue  
**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Aaron Goldman  
**Title:** Everything I Know about Marketing I Learned From Google  
**Category:** Business  
**Publication Date:** September 2010  
**Price:** \$31.95  
**ISBN:** 9780071742894  
**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Shawn Kent Hayashi  
**Title:** Conversations for Change  
**Category:** Business  
**Publication Date:** October 2010  
**Price:** \$19.95  
**ISBN:** 9780071745284  
**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes



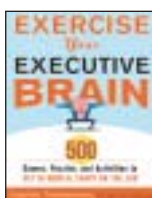
**Author:** Graham Jones  
**Title:** Thrive on Pressure  
**Category:** Business  
**Publication Date:** September 2010  
**Price:** \$21.95  
**ISBN:** 9780071748827  
**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Sean Moffitt, Mike Dover, Don Tapscott  
**Title:** WIKIBRANDS  
**Category:** Business  
**Publication Date:** December 2010  
**Price:** \$32.95  
**ISBN:** 9780071749275  
**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Joseph P. Quinlan  
**Title:** The Last Economic Superpower  
**Category:** Business  
**Publication Date:** November 2010  
**Price:** \$32.95  
**ISBN:** 9780071742832  
**Media:** National and regional print, radio and online publicity campaign  
**ARCs Available:** No  
**Co-op Available:** Yes

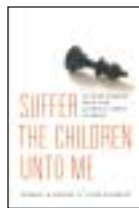
**Author:** Charles Timmerman  
**Title:** Exercise Your Executive Brain  
**Category:** Business  
**Publication Date:** November 2010  
**Price:** \$21.95  
**ISBN:** 9780071752251



# FALL 2010 PROMOTION PLANNER

NOVALIS • OWLKIDS BOOKS • OXFORD UNIVERSITY PRESS

**Author:** S. T. Georgiou  
**Title:** The Isle of Monte Cristo  
**Category:** Religion / Spirituality  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9782896462292  
**Tour Information:** San Francisco, CA, Author conferences & lectures  
**Advertising:** Words To Live By Catalogue (National & Bookstore Distribution), US Media  
**Promotion:** National and International mail-out to print, radio, & TV; E-marketing newsletter, website and announcements on all social media.  
**Media:** CBC Tapestry  
**ARCs Available:** No  
**Co-op Available:** No



**Author:** Michael W. Higgins & Peter Kavanagh  
**Title:** Suffer the Children Unto Me: An Open Enquiry into the Clerical Abuse Scandal  
**Category:** Religion & Society / Christianity  
**Publication Date:** October 2010  
**Price:** \$21.95  
**ISBN:** 9782896462339  
**Tour Information:** Toronto, May 2011 – Catholic Media Conference  
**Advertising:** Quill & Quire, Maclean's, Globe and Mail, Publishers Weekly, Words to Live By  
**Promotion:** National and International review copy mail-out to print, radio and television  
**Media:** CBC Radio Tapestry, Salt & Light TV, CTS Behind the Story, E-marketing: newsletter, website and announcements on all social media.  
**ARCs Available:** No  
**Co-op Available:** No

**Author:** Robert Sibley  
**Title:** A Rumour of God: Rekindling Belief in an Age of Disenchantment  
**Category:** Religion & Society / Christianity  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9782896462315  
**Tour Information:** Ottawa September 2010  
**Advertising:** Ottawa Citizen, Quill & Quire, Publishers Weekly, Literary Review of Canada, Books for Everybody, Words to Live By  
**Promotion:** National and International review mail-out to print, radio and television, Speaking engagements at conferences  
**Media:** CBC Radio, Salt & Light TV, CTS TV, E-marketing: newsletter, website and announcements on social media  
**ARCs Available:** No  
**Co-op Available:** No



## OWLKIDS BOOKS

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**E-mail:** Kendal.gerard@owlkids.com  
**Website:** www.owlkids.com  
**Contact:** Kendal Gerard



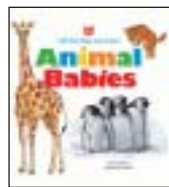
**Author:** Rona Arato  
**Title:** On a Medieval Day: Story Voyages Around the World  
**Category:** Children's / Historical Fiction  
**Publication Date:** October 2010  
**Price:** \$27.95 HC / \$17.95 PB  
**ISBN:** 9781897349946 (HC) / 9781897349953 (PB)  
**Tour Information:** Word on the Street, Toronto (Sept 2010)  
**Advertising:** OWL Magazine, School

Library Journal  
**Promotion:** BLAD, Resource guides, microsite mapletreepress.com/onaday  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** No

**Author:** Vincent Boudgourd  
**Title:** My Beastly Book of Silly Things: 150 Ways to Doodle, Scribble, Color and Draw  
**Category:** Children's / Activity Book  
**Publication Date:** September 2010  
**Price:** \$13.95  
**ISBN:** 9781897349854  
**Advertising:** chickaDEE Magazine, The Little Paper, Publishers Weekly  
**Promotion:** Activity kit available, microsite www.owlkids.com/beastlybook  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes, see Raincoast Books



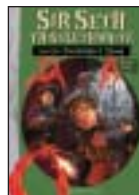
**Author:** Pascale Hédelin  
**Title:** Animal Babies: Lift the Flap and Learn  
**Category:** Children's / Non-fiction / Novelty  
**Publication Date:** September 2010  
**Price:** \$27.95  
**ISBN:** 9781897349908  
**Advertising:** Chirp Magazine, The Little Paper, Publishers Weekly  
**Promotion:** Buy 10, get a display copy free  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes, see Raincoast Books



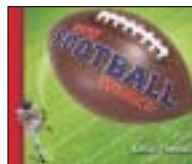
**Author:** Catherine Ripley  
**Title:** Why?: The Best Ever Question and Answer Book about Nature, Science and the World around You  
**Category:** Children's / Non-fiction  
**Publication Date:** November 2010  
**Price:** \$19.95  
**ISBN:** 9781926818009  
**Advertising:** Chirp Magazine, The Little Paper, Best Books for Kids and Teens, Publishers Weekly, School Library Journal  
**Promotion:** Bookmarks, posters, in-store birthday party kit  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes, see Raincoast Books



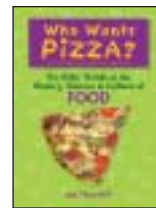
**Author:** Richard Thake  
**Title:** Sir Seth Thistlethwaite and the Soothsayer's Shoes  
**Category:** Children's, Fiction, Chapter Book  
**Publication Date:** September 2010  
**Price:** \$15.95 HC / \$8.95 PB  
**ISBN:** 9781897349922 (HC) / 9781897349939 (PB)  
**Tour Information:** Word on the Street, Toronto (Sept 2010)  
**Advertising:** chickaDEE Magazine, Best Books for Kids and Teens, Publishers Weekly, School Library Journal, Booklist  
**Promotion:** ARCs, podcast  
**Media:** National review mailing  
**ARCs Available:** Yes  
**Co-op Available:** Yes, see Raincoast Books



**Author:** Keltie Thomas  
**Title:** How Football Works  
**Category:** Children's / Non-fiction / Sports  
**Publication Date:** November 2010  
**Price:** \$22.95 (HC) / \$12.95 (PB)  
**ISBN:** 9781897349878 (HC) / 9781897349885 (PB)  
**Advertising:** OWL Magazine, Booklist, School Library Journal  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** No



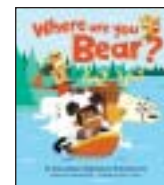
**Author:** Jan Thornhill  
**Title:** Who Wants Pizza?: The Kids' Guide to the History, Science & Culture of Food  
**Category:** Children's / Non-Fiction  
**Publication Date:** September 2010  
**Price:** \$22.95 HC / \$12.95 PB  
**ISBN:** 9781897349960 (HC) / 9781897349977 (PB)  
**Advertising:** OWL Magazine, School Library Journal, Booklist  
**Promotion:** Bookmarks, BLAD  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** No



**Author:** Frieda Wishinsky  
**Title:** Make It Fair!  
**Category:** Children's, Historical Fiction / Chapter Book  
**Publication Date:** November 2010  
**Price:** \$17.95 (HC) / \$7.95 (PB)  
**ISBN:** 9781897349984 (HC) / 9781897349991 (PB)  
**Promotion:** Postcards, in-store display, microsite mapletreepress.com/canadianflyeradv-entures  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** No



**Author:** Frieda Wishinsky  
**Title:** Where Are You, Bear?: A Canadian Alphabet Adventure  
**Category:** Children's / Picture Book  
**Publication Date:** October 2010  
**Price:** \$18.95  
**ISBN:** 9781897349915  
**Tour Information:** Word on the Street, Toronto (Sept 2010)  
**Advertising:** Chirp Magazine, The Little Paper, Best Books for Kids and Teens  
**Promotion:** Postcards, in-store display, contest in Chirp Magazine  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes, see Raincoast Books



## OXFORD UNIVERSITY PRESS

**Tel:** 416-441-5691  
**Fax:** 416-441-2951  
**E-mail:** marina.politano@oup.com  
**Website:** www.oupcanada.com  
**Contact:** Marina Politano

**Author:** J.L. Granatstein and Dean F. Oliver  
**Title:** The Oxford Companion to Canadian Military History  
**Category:** Canadian History  
**Publication Date:** October 2010  
**Price:** \$70.00  
**ISBN:** 9780195430882  
**Promotion:** Online marketing and promotion, direct marketing, book launch  
**Media:** National review mailing (print, radio, TV)  
**Co-op Available:** Yes

**Author:** Peter R. Sinclair  
**Title:** Energy in Canada  
**Category:** Environment  
**Publication Date:** September 2010  
**Price:** \$17.95  
**ISBN:** 9780195433869  
**Promotion:** Online marketing and promotion  
**Media:** National review mailing (print, radio, TV)  
**Co-op Available:** Yes

# FALL 2010 PROMOTION PLANNER

PEMBROKE PUBLISHERS • PENGUIN GROUP (CANADA) • POLESTAR CALENDARS LTD.

## PEMBROKE PUBLISHERS

**Tel:** 905-477-0650  
**Fax:** 905-477-3691  
**E-mail:** mary@pembrokepublishers.com  
**Website:** www.pembrokepublishers.com  
**Contact:** Mary Macchiusi

**Author:** Sheree Fitch  
**Title:** Breathe, Stretch, Write  
**Category:** Education  
**Publication Date:** October 2010  
**Price:** \$24.95  
**ISBN:** 9781551382562  
**ARCs Available:** No  
**Co-op Available:** No

**Author:** Judy Green  
**Title:** How Bullets Saved My Life: Fun ways to teach some serious writing skills  
**Category:** Education  
**Publication Date:** September 2010  
**Price:** \$24.95  
**ISBN:** 9781551382555  
**ARCs Available:** No  
**Co-op Available:** No

## PENGUIN GROUP (CANADA)

**Tel:** 416-925-2249 x2444  
**Fax:** 416-925-0068  
**E-mail:** Ashley.burns@ca.penguin.com  
**Website:** www.penguin.ca  
**Contact:** Ashley Burns, Marketing Coordinator

**Author:** Joseph Boyden  
**Title:** Extraordinary Canadians: Louis Riel and Gabriel Dumont  
**Category:** Biography  
**Publication Date:** October 5, 2010  
**Price:** \$26.00  
**ISBN:** 9780670066711  
**Tour Information:** 4-city author tour  
**Promotion:** National review coverage; National advertising in Maclean's; First serial excerpt in Maclean's; Online marketing and promotion at josephboyden.com, penguin.ca and extraordinarycanadians.com  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Tim Cook  
**Title:** The Madman and the Butcher  
**Category:** History  
**Publication Date:** September 28, 2010  
**Price:** \$34.00  
**ISBN:** 9780670064038  
**Tour Information:** 3-city author tour; Toronto and Ottawa launch events; Literary festival pitches  
**Promotion:** National advertising and publicity campaign; Gift book promotions; Cross-promotions with the Canadian War Museum  
**Media:** National review mailing  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Will Ferguson  
**Title:** Coal Dust Kisses  
**Category:** Memoir  
**Publication Date:** October 12, 2010  
**Price:** \$16.00  
**ISBN:** 9780670069163  
**Promotion:** National review mailing; Gift book promotion; Online marketing and promotion at penguin.ca  
**Media:** National talk radio campaign  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Jay Ingram  
**Title:** Daily Planet: The Ultimate Book of Everyday Science  
**Category:** Popular Science  
**Publication Date:** October 12, 2010  
**Price:** \$34.00  
**ISBN:** 9780143177869  
**Tour Information:** 4-city author tour  
**Promotion:** National review mailing; National marketing and publicity campaign; Cross-promotion with CTV's Discovery and Daily Planet; Gift book promotion; Online marketing and promotion at discovery.ca and penguin.ca  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** John Le Carre  
**Title:** Our Kind of Traitor  
**Category:** Fiction  
**Publication Date:** October 5, 2010  
**Price:** \$32.00  
**ISBN:** 9780670064786  
**Advertising:** Out-of-home advertising, National print advertising  
**Promotion:** Full backlist promotion, Online marketing and promotion at penguin.ca  
**Media:** National review mailing  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Mark McEwan  
**Title:** Great Food at Home  
**Category:** Cooking  
**Publication Date:** September 21, 2010  
**Price:** \$39.00  
**ISBN:** 9780670064564  
**Tour Information:** 2-city author tour  
**Advertising:** National advertising and publicity campaign  
**Promotion:** Gift book promotion; Cross-promotion with HGTV and Mark McEwan's restaurants, food stores, and catering business; Online marketing and promotion at penguin.ca and mcewanfoods.ca  
**Media:** National review mailing to food and lifestyle columnists as well as food bloggers  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Stuart McLean  
**Title:** The Vinyl Café Notebooks  
**Category:** Non-fiction  
**Publication Date:** October 19, 2010  
**Price:** \$34.00  
**ISBN:** 9780670064731  
**Tour Information:** Author appearances  
**Advertising:** National advertising  
**Promotion:** Cross-promotion with Stuart McLean's live Vinyl Café show; Gift book promotion; Full backlist promotion; Online marketing and promotion at vinylcafe.com and penguin.ca  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Lawrence Martin  
**Title:** Harperland  
**Category:** Politics  
**Publication Date:** September 28, 2010  
**Price:** \$35.00  
**ISBN:** 9780670065172  
**Tour Information:** Toronto and Ottawa events  
**Promotion:** Dedicated webpage at harperland.ca; Online marketing and promotion at penguin.ca  
**Media:** Targeted excerpts; National and international review, op-ed, and off-the-book-page coverage  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** John Ralston Saul  
**Title:** Extraordinary Canadians: Louis-Hippolyte LaFontaine and Robert Baldwin  
**Category:** Biography  
**Publication Date:** October 5, 2010

**Price:** \$26.00  
**ISBN:** 9780670067329  
**Tour Information:** 4-city author tour  
**Promotion:** National review coverage; National advertising in Maclean's; First serial excerpt in Maclean's; Online marketing and promotion at josephboyden.com, penguin.ca and extraordinarycanadians.com  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Marc Thuet  
**Title:** French Food My Way  
**Category:** Cooking  
**Publication Date:** November 2, 2010  
**Price:** \$39.00  
**ISBN:** 9780670064540  
**Advertising:** National advertising  
**Promotion:** Gift book promotion; Cross-promotion with CityTV; Online marketing and promotion at convictionkitchen.com and penguin.ca  
**Media:** Media mailing to food writers and columnists; National media from Toronto  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Robert Paul Weston  
**Title:** Dust City  
**Category:** Fiction (YA)  
**Publication Date:** October 5, 2010  
**Price:** \$21.00  
**ISBN:** 9780670063963  
**Tour Information:** 3-city author tour  
**Promotion:** National publicity and advertising campaign; Online marketing and promotion at PuffinBooks.ca  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Michael Winter  
**Title:** The Death of Donna Whalen  
**Category:** Fiction  
**Publication Date:** August 31, 2010  
**Price:** \$32.00  
**ISBN:** 9780670066636  
**Tour Information:** 4-city author tour; Literary festival appearances  
**Promotion:** National review mailing; National advertising; Online marketing and promotion at HamishHamilton.ca and penguin.ca  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## POLESTAR CALENDARS LTD.

**Tel:** 250-226-7670  
**Fax:** 250-226-7670  
**E-mail:** info@polestarcalendars.com  
**Website:** www.polestarcalendars.com  
**Contact:** Ruth Porter

**Author:** Ruth Porter, editor  
**Title:** Polestar Family Calendar 2011  
**Category:** Engagement Calendar  
**Publication Date:** June 2010  
**Price:** \$16.95  
**ISBN:** 9781551860671  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Self-Realization Fellowship, editor  
**Title:** Inner Reflections 2011  
**Category:** Engagement Calendar  
**Publication Date:** June 2010  
**Price:** \$16.15  
**ISBN:** 978087612299  
**ARCs Available:** No  
**Co-op Available:** No

# FALL 2010 PROMOTION PLANNER

PUBLISHERS GROUP CANADA • RANDOM HOUSE OF CANADA LTD. • READER'S DIGEST ASSOCIATION (CANADA) THE ULC  
• ROCKY MOUNTAIN BOOKS • RONSDALE PRESS

## PUBLISHERS GROUP CANADA

Tel: 416-934-9900  
Fax: 416-934-1418  
E-mail: lori@pgcbooks.ca  
Website: www.pgcbooks.ca  
Contact: Lori Richardson

**Author:** Patricia Engel  
**Title:** *Vida (Black Cat)*  
**Category:** Fiction  
**Publication Date:** September 2010  
**Price:** \$16.95  
**ISBN:** 9780802170781

**Tour Information:** Toronto IFOA, October 20-31  
**Promotion:** On Twitter, Facebook, and patriciaengel.com  
**Media:** New York Times, Globe and Mail, Toronto Star, National Post  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## RANDOM HOUSE OF CANADA LTD.

Tel: 416-957-1568  
Fax: 416-364-6863  
E-mail: tturriff@randomhouse.com  
Website: www.randomhouse.com  
Contact: Tracey Turriff

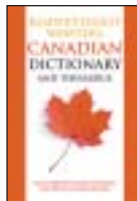
**Author:** Romeo Dallaire  
**Title:** *The Fight Like Soldiers, They Die Like Children (Random House Canada)*  
**Category:** Current Affairs / International  
**Publication Date:** October 26, 2010  
**Price:** \$34.95  
**ISBN:** 9780307355775  
**Tour Information:** Multi-city tour  
**Advertising:** National print advertising, online advertising  
**Promotion:** Online promo  
**Media:** National media  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Steve Smith (Red Green)  
**Title:** *How to Do Everything (Doubleday Canada)*  
**Category:** Humour  
**Publication Date:** October 12, 2010  
**Price:** \$29.95  
**ISBN:** 9780385667746  
**Tour Information:** Multi-city tour  
**Advertising:** Advertising campaign  
**Promotion:** Online promo  
**Media:** National media  
**ARCs Available:** No  
**Co-op Available:** Yes

## READER'S DIGEST ASSOCIATION (CANADA) ULC (THE)

Tel: 866-376-3382 or 905-873-2101  
Fax: 866-819-2199 or 905-873-6170  
E-mail: trade@rd.ca  
Website: www.rd.ca/go/trade  
Contact: Reader's Digest Canada

**Author:** From the editors of Reader's Digest  
**Title:** *Reader's Digest Webster's Canadian Dictionary and Thesaurus*  
**Category:** Reference / Dictionaries  
**Publication Date:** August 2010  
**Price:** \$39.95 HC  
**ISBN:** 9781554750351  
**Media:** Various media interviews planned in 2010-11  
**Co-op Available:** Yes



**Author:** Michael Mosley and John Lynch  
**Title:** *The Story of Science: Power, Proof and Passion*  
**Category:** Science / History  
**Publication Date:** July 2010  
**Price:** \$49.95 HC  
**ISBN:** 9781554750351  
**Media:** Various media interviews planned in 2010-11  
**Co-op Available:** Yes



## ROCKY MOUNTAIN BOOKS

Tel: 403-271-3145  
Fax: 403-249-2968  
E-mail: don@rmbooks.com  
Website: rmbooks.com  
Contact: Don Gorman

**Author:** Gordon Cope  
**Title:** *A Thames Moment*  
**Category:** Travel Literature  
**Publication Date:** September 2010  
**Price:** \$22.95  
**ISBN:** 9781897522998  
**Tour Information:** November 2010: Hamilton, Calgary, Henley-on-Thames  
**Advertising:** ULS, regional newspapers  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Frances Klatzel  
**Title:** *Gaiety of Spirit: The Sherpas of Everest*  
**Category:** Travel Literature  
**Publication Date:** October 2010  
**Price:** \$26.95  
**ISBN:** 9781897522998  
**Tour Information:** November 2010: Banff, Canmore, Calgary  
**Advertising:** ULS, regional newspapers  
**ARCs Available:** Samplers  
**Co-op Available:** Yes



## RONSDALE PRESS

Tel: 604-738-4688  
Fax: 604-731-4548  
E-mail: ronsdale@shaw.ca  
Website: www.ronsdalepress.com  
Contact: Erinna Gilkinson

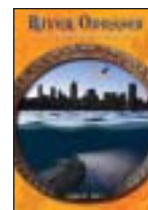
**Author:** Ian Macdonald and Betty O'Keefe  
**Title:** *Quiet Reformers: The Legacy of Early Victoria's Bishop Edward and Mary Cridge*  
**Category:** Biography  
**Publication Date:** September 2010  
**Price:** \$21.95  
**ISBN:** 9781553801078  
**Advertising:** BC BookWorld, Canadianbookseller, Vancouver Sun, BC Studies  
**Promotion:** National review mailings to print, radio and electronic media; bookmarks and posters  
**Media:** Launch and media in Victoria and Vancouver  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Pamela Porter  
**Title:** *Cathedral*  
**Category:** Poetry  
**Publication Date:** September 2010  
**Price:** \$15.95  
**ISBN:** 9781553801061  
**Tour Information:** Victoria, Vancouver, Saskatoon, Toronto  
**Advertising:** Monday Magazine, Arc, BC BookWorld, Canadianbookseller  
**Promotion:** National review mailings to print, radio and electronic media; bookmarks and posters  
**Media:** Launch and media in Victoria and Vancouver  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Charles Reid  
**Title:** *Ghost of Heroes Past*  
**Category:** Young Adult  
**Publication Date:** September 2010  
**Price:** \$10.95  
**ISBN:** 9781553801023  
**Tour Information:** Nanaimo, Victoria, Vancouver, Calgary  
**Advertising:** CCBC, Resource Links, BC BookWorld, Canadianbookseller  
**Promotion:** National review mailings to print, radio and electronic media; bookmarks and posters  
**Media:** Launch and media in Nanaimo and Vancouver  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Jean-Pierre Rogel; translated by Nigel Spencer  
**Title:** *Evolution: The View from the Cottage*  
**Category:** Natural History  
**Publication Date:** October 2010  
**Price:** \$21.95  
**ISBN:** 9781553801047  
**Tour Information:** Montreal, Toronto, Vancouver  
**Advertising:** Globe and Mail, BC BookWorld, Canadianbookseller, wholesalers' catalogues  
**Promotion:** National review mailings to print, radio and electronic media; bookmarks and posters  
**Media:** Launch and media in Montreal  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Philip Roy  
**Title:** *River Odyssey*  
**Category:** Young Adult  
**Publication Date:** September 2010  
**Price:** \$10.95  
**ISBN:** 9781553801054  
**Tour Information:** Antigonish, Halifax, Montreal, Toronto  
**Advertising:** CCBC, Resource Links, BC BookWorld, Canadianbookseller  
**Promotion:** National review mailings to print, radio and electronic media; bookmarks and posters  
**Media:** Launch and media in Antigonish and Halifax  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Carol Anne Shaw  
**Title:** *Hannah & the Spindle Whorl*  
**Category:** Young Adult  
**Publication Date:** September 2010  
**Price:** \$10.95  
**ISBN:** 9781553801030  
**Tour Information:** Duncan, Nanaimo, Victoria, Vancouver, Toronto  
**Advertising:** CCBC, Resource Links, BC BookWorld, Canadianbookseller  
**Promotion:** National review mailings to print, radio and electronic media; bookmarks and posters  
**Media:** Launch and media in Victoria and Vancouver  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Alan Twigg  
**Title:** *The Essentials: 150 Great BC Books & Authors*  
**Category:** Literary Criticism  
**Publication Date:** October 2010  
**Price:** \$24.95  
**ISBN:** 9781553801085  
**Tour Information:** Vancouver, Victoria, Nanaimo, Campbell River  
**Advertising:** Vancouver Sun, BC BookWorld, Canadianbookseller  
**Promotion:** National review mailings to print, radio and electronic media; bookmarks and posters  
**Media:** Launch and media in Vancouver  
**ARCs Available:** Yes  
**Co-op Available:** Yes

# FALL 2010 PROMOTION PLANNER

ROSEWAY PUBLISHING • SCHOLARLY BOOK SERVICES INC. • SCHOLASTIC CANADA • SECOND STORY PRESS  
• THE SECRET MOUNTAIN • SIMON AND SCHUSTER CANADA

## ROSEWAY PUBLISHING

Tel: 902-857-1388  
Fax: 902-857-1328  
E-mail: [promotions@fernpub.ca](mailto:promotions@fernpub.ca)  
Website: [www.rosewaypublishing.ca](http://www.rosewaypublishing.ca)  
Contact: Nancy Malek

**Author:** Chris Benjamin  
**Title:** Drive-by Saviours  
**Category:** Fiction  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781552663691  
**Tour Information:** October 2010 – Halifax, Toronto  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Michael James Isaac; illustration: Dozay (Arlene) Christmas  
**Title:** How the Cougar Came to be Called the Ghost Cat  
**Category:** Children's  
**Publication Date:** September 2010  
**Price:** \$12.95  
**ISBN:** 9781552663714  
**Tour Information:** October 2010 –

Halifax, Cape Breton  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Marion Kerans  
**Title:** A Legacy of Love: Remembering Muriel Duckworth: 1996-2009  
**Category:** Non-fiction / Biography  
**Publication Date:** October 2010  
**Price:** \$14.95  
**ISBN:** 9781552663813  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## SCHOLARLY BOOK SERVICES INC.

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E-mail: [orders@sbookscan.com](mailto:orders@sbookscan.com)  
Website: [www.sbookscan.com](http://www.sbookscan.com)  
Contact: Laura Rust

**Author:** Eric A. Eliason and Scott Squire  
**Title:** Black Velvet Art  
**Category:** Art / Culture  
**Publication Date:** December 2010  
**Price:** \$43.75  
**ISBN:** 9781604737943  
**ARCs Available:** No  
**Co-op Available:** No

**Author:** Marie Rudisill  
**Title:** Fruitcake: Heirloom Recipes and Memories of Truman Capote and Cousin Sook  
**Category:** Cookbook  
**Publication Date:** October 2010  
**Price:** \$18.75  
**ISBN:** 9780807899304  
**ARCs Available:** No  
**Co-op Available:** No

## SCHOLASTIC CANADA

Tel: 416-915-3518  
Fax: 416-849-7911  
E-mail: [danderson@scholastic.ca](mailto:danderson@scholastic.ca)  
Website: [www.scholastic.ca](http://www.scholastic.ca)  
Contact: Denise Anderson

**Author:** Mike Leonetti (with illustrations by Greg Banning)  
**Title:** The Mighty Tim Horton  
**Category:** Picture Book  
**Publication Date:** September 2010  
**Price:** \$19.99 hardcover

**ISBN:** 9781443100427  
**Tour Information:** Toronto/Ottawa  
**Advertising:** National trade, library and consumer advertising  
**Promotion:** Online promotion  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes

**Author:** Robert Munsch (with illustrations by Michael Martchenko)  
**Title:** Too Much Stuff!  
**Category:** Picture Book  
**Publication Date:** September 2010  
**Price:** \$7.99 PB / \$19.99 POB  
**ISBN:** 978144310245-2(PB) / 9781443102445 (POB)  
**Advertising:** National trade, library and consumer advertising  
**Promotion:** Online "Vote for Munsch" promotion, poster, counter display  
**Media:** National review mailing  
**ARCs Available:** No  
**Co-op Available:** Yes

## SECOND STORY PRESS

Tel: 416-537-7850  
Fax: 416-537-0588  
E-mail: [info@secondstorypress.ca](mailto:info@secondstorypress.ca)  
Website: [www.secondstorypress.ca](http://www.secondstorypress.ca)  
Contact: Emma Rodgers

**Author:** B.K. Anderson  
**Title:** Gladdy's Wake  
**Category:** Adult Fiction  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781897187838  
**Media:** National review mailing  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Sharon Jennings  
**Title:** A Chanukah Noel  
**Category:** Picture Book  
**Publication Date:** September 2010  
**Price:** \$15.95  
**ISBN:** 9781897187746  
**Promotion:** Social media promoted to Chanukah and Christmas  
**Media:** National review mailing  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Janet Wilson  
**Title:** Our Earth: How kids are saving the planet  
**Category:** Picture Book  
**Publication Date:** September 2010  
**Price:** \$18.95  
**ISBN:** 9781897187845  
**Media:** National review mailing  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## SECRET MOUNTAIN (THE)

Tel: 514-483-9281  
Fax: 514-483-9282  
E-mail: [info@thesecretmountain.com](mailto:info@thesecretmountain.com)  
Website: [www.thesecretmountain.com](http://www.thesecretmountain.com)  
Contact: Roland Stringer

**Author:** Lionel Daunais / Marie LaFrance  
**Title:** The Little Blue Doggy  
**Category:** Children (storybook-music CD)  
**Publication Date:** September 7, 2010  
**Price:** \$22.95  
**ISBN:** 9782923163642  
**Media:** Sacks & Co (212-741-1000 / [Brendan.gillen@sacksco.com](mailto:Brendan.gillen@sacksco.com))

**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Carl Norac and Rebecca Dautremer (Narration by Bebel Gilberto)  
**Title:** Swing Café  
**Category:** Children (storybook-music CD)  
**Publication Date:** September 7, 2010  
**Price:** \$22.95  
**ISBN:** 9782923163628  
**Media:** Sacks & Co (212-741-1000 / [Brendan.gillen@sacksco.com](mailto:Brendan.gillen@sacksco.com))  
**ARCs Available:** Yes  
**Co-op Available:** Yes



## SIMON AND SCHUSTER CANADA

Tel: 647-427-4987  
Fax: 647-430-9446  
E-mail: [anneliese.grosfeld@simonandschuster.ca](mailto:anneliese.grosfeld@simonandschuster.ca)  
Website: [www.simonandschuster.ca](http://www.simonandschuster.ca)  
Contact: Anneliese Grosfeld

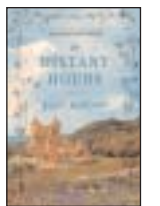
**Author:** Lisa Genova  
**Title:** Left Neglected  
**Category:** Fiction  
**Publication Date:** January 4, 2011  
**Price:** \$28.99  
**ISBN:** 9781439164631  
**Tour Information:** Toronto tour TBA  
**Promotion:** National advertising, online campaign  
**Media:** National  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Rob Higgins  
**Title:** Higgins Hockey Fantasy Index 2010-2011  
**Category:** Sports and Recreation  
**Publication Date:** September 7, 2010  
**Price:** \$19.99  
**ISBN:** 9781439169445  
**Promotion:** Online campaign  
**Media:** National and regional  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Kate Morton  
**Title:** The Distant Hours  
**Category:** Fiction  
**Publication Date:** November 9, 2010  
**Price:** \$29.99  
**ISBN:** 9781439152782  
**Tour Information:** Toronto tour TBA  
**Advertising:** Yes  
**Promotion:** National advertising, online campaign  
**Media:** National  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Siddhartha Mukherjee  
**Title:** The Emperor of All Maladies  
**Category:** History  
**Publication Date:** November 16, 2010  
**Price:** \$34.99  
**ISBN:** 9781439107959  
**Tour Information:** Toronto tour TBA  
**Advertising:** Yes  
**Promotion:** National advertising, online campaign  
**Media:** National  
**ARCs Available:** Yes  
**Co-op Available:** Yes



# FALL 2010 PROMOTION PLANNER

THOMAS ALLEN PUBLISHERS • TOUCHWOOD EDITIONS • TUNDRA BOOKS

## THOMAS ALLEN PUBLISHERS

Tel: 905-475-9126 x324  
Fax: 905-475-4255  
E-mail: david.glover@t-allen.com  
Website: www.thomasallen.ca  
Contact: David Glover

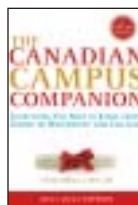


**Author:** Caroline Adderson  
**Title:** The Sky is Falling  
**Category:** Fiction  
**Publication Date:** September 4, 2010  
**Price:** \$32.95  
**ISBN:** 9780887626135  
**Tour Information:** Toronto, Vancouver  
**Advertising:** National Advertising  
**Media:** National Media  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Marni Jackson  
**Title:** Home Free: The Myth of the Empty Nest  
**Category:** Non-fiction / Memoir  
**Publication Date:** October 2, 2010  
**Price:** \$24.95  
**ISBN:** 9780887626166  
**Tour Information:** National Tour  
**Advertising:** National Advertising  
**Media:** Cover feature in the September/October issue of *The Walrus*, National Media  
**ARCs Available:** Yes  
**Co-op Available:** Yes



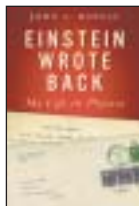
**Author:** Roy MacSkimming  
**Title:** Laurier in Love  
**Category:** Fiction / Historical Fiction  
**Publication Date:** September 18, 2010  
**Price:** \$24.95  
**ISBN:** 9780887626142  
**Media:** Featured in the June edition of the Quill & Quire, National Media  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Erin Millar and Ben Coli  
**Title:** The Canadian Campus Companion  
**Category:** Reference  
**Publication Date:** February 5, 2011  
**Price:** \$22.95  
**ISBN:** 9780887626401  
**Tour Information:** National Tour  
**Advertising:** National Advertising, specialty advertising  
**Media:** National Media  
**ARCs Available:** No  
**Co-op Available:** Yes

Co-op Available: Yes

**Author:** John A. Moffat  
**Title:** Einstein Wrote Back: My Life in Physics  
**Category:** Memoir / Science  
**Publication Date:** October 16, 2010  
**Price:** \$32.95  
**ISBN:** 9780887626159  
**Advertising:** Specialty Advertising  
**Media:** National Media  
**ARCs Available:** No  
**Co-op Available:** Yes



**Author:** Tim Ward  
**Title:** What the Buddha Never Taught  
**Category:** Non-fiction / Travel  
**Publication Date:** September 11, 2010  
**Price:** \$19.95  
**ISBN:** 978087626203  
**Tour Information:** Toronto  
**ARCs Available:** No  
**Co-op Available:** Yes



## TOUCHWOOD EDITIONS

Tel: 250-360-0829  
Fax: 250-386-0829  
E-mail: info@touchwoodeditions.com  
Website: www.touchwoodeditions.com  
Contact: Tara Saracuse

**Author:** Ingrid Baier  
**Title:** Fish On  
**Category:** Cookbook  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781926741123  
**Tour Information:** Events and signings in Calgary, Edmonton and western Canada  
**Advertising:** BC BookWorld, Best of the West  
**Promotion:** North American review mailing and media campaign; advance print and electronic galleys; book trailers and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Ron Chudley  
**Title:** Act of Evil  
**Category:** Fiction / Mystery  
**Publication Date:** September 2010  
**Price:** \$24.95 HC  
**ISBN:** 9781926741062  
**Tour Information:** Events and signings in Victoria, Vancouver and western Canada  
**Advertising:** BC BookWorld, Geist, Books for Everybody (National)  
**Promotion:** North American review mailing and media campaign; advance print and electronic galleys; book trailers and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

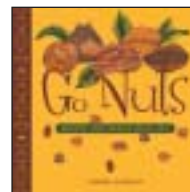
**Author:** Sandy Frances Duncan and George Szanto  
**Title:** Always Kiss the Corpse of Whidbey Island  
**Category:** Fiction / Mystery  
**Publication Date:** September 2010  
**Price:** \$24.95 HC  
**ISBN:** 9781926741055  
**Tour Information:** Events and signings in Victoria, Vancouver and western Canada  
**Advertising:** BC BookWorld, Geist  
**Promotion:** North American review mailing and media campaign; advance print and electronic galleys; book trailers and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Bill Gallaher  
**Title:** The Luck of the Horseman  
**Category:** Fiction / Western  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781926741109  
**Tour Information:** Events and signings in Kelowna, Kamloops and western Canada  
**Advertising:** BC BookWorld, Best of the West  
**Promotion:** North American review mailing and media campaign; advance print and electronic galleys; book trailers and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Freda Jackson  
**Title:** For a Modest Fee  
**Category:** Fiction / Historical  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781926741086  
**Tour Information:** Events and signings in Edmonton, Calgary and western Canada  
**Advertising:** BC BookWorld, Best of the West, Prairie Books Now  
**Promotion:** North American review mailing and media campaign; advance print and electronic galleys; book trailers and

online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Debbie Harding  
**Title:** Go Nuts  
**Category:** Cookbook  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781926741116  
**Tour Information:** Events and signings in Victoria, Vancouver and western Canada  
**Advertising:** BC BookWorld  
**Promotion:** North American review mailing and media campaign; advance print and electronic galleys; book trailers and online promotion  
**ARCs Available:** Yes  
**Co-op Available:** Yes



**Author:** Anny Scoones  
**Title:** True Home: Life on a Heritage Farm  
**Category:** Non-fiction / Memoirs  
**Publication Date:** September 2010  
**Price:** \$19.95  
**ISBN:** 9781926741093  
**Tour Information:** Events and signings in Victoria and elsewhere on Vancouver Island and Gulf Islands  
**Advertising:** BC BookWorld  
**Promotion:** Regional review mailing and media campaign; advance print and electronic galleys  
**ARCs Available:** Yes  
**Co-op Available:** Yes

## TUNDRA BOOKS

Tel: 1-888-532-9292  
Fax: 1-888-562-9924  
Website: www.tundrabooks.com  
Contact: Random House of Canada Ltd.

**Author:** Arlene Alda; illustrated by Lisa Desimini  
**Title:** Lulu's Piano Lesson  
**Category:** Juvenile Fiction  
**Publication Date:** August 10, 2010  
**Price:** \$18.99  
**ISBN:** 9780887769306  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Judy Andrekson; illustrated by David Parkins  
**Title:** Gunner: Hurricane Horse  
**Category:** Juvenile Non-fiction  
**Publication Date:** September 14, 2010  
**Price:** \$8.99  
**ISBN:** 9780887769054  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Edmonton)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Jan Andrews; illustrated by Francis Blake  
**Title:** Rude Stories  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$21.99  
**ISBN:** 9780887769214  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events; posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

# FALL 2010 PROMOTION PLANNER

TUNDRA BOOKS

**Author:** Rona Arato; illustrated by Claudia Newell  
**Title:** Design It!: The Ordinary Things We Use Every Day and the Not-So-Ordinary Ways They Came to Be  
**Category:** Juvenile Non-fiction  
**Publication Date:** November 9, 2010  
**Price:** \$22.99  
**ISBN:** 9780887768460  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Margaret Buffie  
**Title:** Winter Shadows  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$21.99  
**ISBN:** 9780887769689  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Edmonton)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Veronika Martenova Charles; illustrated by David Parkins  
**Title:** It's Not About the Apple!: Easy-to-Read Wonder Tales  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$7.99  
**ISBN:** 9780887769559  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Veronika Martenova Charles; illustrated by David Parkins  
**Title:** It's Not About the Crumbs!: Easy-to-Read Wonder Tales  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$7.99  
**ISBN:** 9780887769535  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Veronika Martenova Charles; illustrated by David Parkins  
**Title:** It's Not About the Hunter!: Easy-to-Read Wonder Tales  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$7.99  
**ISBN:** 9780887769481  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Veronika Martenova Charles; illustrated by David Parkins  
**Title:** It's Not About the Pumpkin!: Easy-to-Read Wonder Tales  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$7.99  
**ISBN:** 9780887769488  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promo-

tion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Veronika Martenova Charles; illustrated by David Parkins  
**Title:** It's Not About the Rose!: Easy-to-Read Wonder Tales  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$7.99  
**ISBN:** 9780887769542  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Jane Drake and Ann Love  
**Title:** Yes You Can!: Your Guide to Changing the World  
**Category:** Juvenile Non-fiction  
**Publication Date:** October 12, 2010  
**Price:** \$19.99  
**ISBN:** 9780887769429  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Toronto)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Chris Gudgeon  
**Title:** Ghost Trackers: The Unreal World of Ghosts, Ghost-Hunting, and the Paranormal  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$15.99  
**ISBN:** 9780887769504  
**Tour Information:** Winnipeg – September 19-26  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Southern Ontario)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Monica Kulling; illustrated by Bill Slavina  
**Title:** All Aboard!: Elijah McCoy's Steam Engine  
**Category:** Juvenile Non-fiction  
**Publication Date:** August 10, 2010  
**Price:** \$19.99  
**ISBN:** 9780887769450  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area), posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Carole Lazar  
**Title:** Lucy Unstrung  
**Category:** Juvenile Fiction  
**Publication Date:** August 10, 2010  
**Price:** \$19.99  
**ISBN:** 9780887769634  
**Tour Information:** Vancouver – October 19-24  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Vancouver Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Illustrated by Oleg Lipchenko  
**Title:** Humpty Dumpty and Friends: Nursery Rhymes for the Young at Heart  
**Category:** Juvenile Fiction  
**Publication Date:** September 14, 2010  
**Price:** \$19.99  
**ISBN:** 9781770492059

**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Dirk McLean; illustrated by France Brassard  
**Title:** Curtain Up!: A Book for Young Performers  
**Category:** Juvenile Fiction  
**Publication Date:** September 14, 2010  
**Price:** \$19.99  
**ISBN:** 9780887768996  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area); posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Caroline Merola  
**Title:** A Night on the Town  
**Category:** Juvenile Fiction  
**Publication Date:** August 10, 2010  
**Price:** \$17.99  
**ISBN:** 9781770492004  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Manuela Monari; illustrated by Virginie Soumagnac  
**Title:** Zero Kisses for Me  
**Category:** Juvenile Fiction  
**Publication Date:** November 9, 2010  
**Price:** \$14.99  
**ISBN:** 9781770492080  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Robin Muller  
**Title:** The Nightwood  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$20.99  
**ISBN:** 9781770492097  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Maxwell Newhouse  
**Title:** Counting On Snow  
**Category:** Juvenile Non-fiction  
**Publication Date:** November 9, 2010  
**Price:** \$16.99  
**ISBN:** 9780887769856  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (BC)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Susin Nielsen  
**Title:** Dear George Clooney, Please Marry My Mom  
**Category:** Juvenile Fiction  
**Publication Date:** August 10, 2010  
**Price:** \$17.99  
**ISBN:** 9780887769771  
**Tour Information:** Toronto – September 15-26  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ,

# FALL 2010 PROMOTION PLANNER

TUNDRA BOOKS • UNIVERSITY OF CALGARY PRESS • UNIVERSITY OF TORONTO PRESS • VOLUMES PUBLISHING LTD.

## Booklist

**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Vancouver)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Shane Peacock  
**Title:** Vanishing Girl: The Boy Sherlock Holmes, His 3rd Case  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$11.99  
**ISBN:** 9781770492349  
**Tour Information:** Winnipeg – September 19-26  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Southern Ontario)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Cyndi Sand-Eveland  
**Title:** Dear Toni  
**Category:** Juvenile Fiction  
**Publication Date:** September 14, 2010  
**Price:** \$11.99  
**ISBN:** 9780887769580  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Vancouver Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Ellen Schwartz  
**Title:** Avalanche Dance  
**Category:** Juvenile Fiction  
**Publication Date:** October 12, 2010  
**Price:** \$11.99  
**ISBN:** 9780887769580  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Vancouver Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Kevin Sylvester  
**Title:** Splinters  
**Category:** Juvenile Fiction  
**Publication Date:** September 14, 2010  
**Price:** \$19.99  
**ISBN:** 9780887769443  
**Tour Information:** Vancouver – October 19-24  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area); posters  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

**Author:** Janice Weaver; illustrated by David Craig  
**Title:** Hudson  
**Category:** Juvenile Non-fiction  
**Publication Date:** September 14, 2010  
**Price:** \$24.99  
**ISBN:** 9780887768149  
**Advertising:** Quill & Quire, Globe and Mail, PW, SLJ, Booklist  
**Promotion:** Trade and consumer advertising; on-line promotion; local author events (Greater Toronto Area)  
**ARCs Available:** Yes – Limited  
**Co-op Available:** Yes

## UNIVERSITY OF CALGARY PRESS

**Tel:** 403-220-4343  
**Fax:** 403-282-0085  
**E-mail:** ttrahbek@ucalgary.ca  
**Website:** www.uofcpress.com  
**Contact:** Terry Rahbek-Nielsen

**Author:** Elizabeth Herbert  
**Title:** The Art of John Snow  
**Category:** Art History / Canadian Art  
**Publication Date:** October 2010  
**Price:** \$49.95  
**ISBN:** 9781552385166  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Editors:** Heather Mair, Susan M. Arai, and Donald G. Reid  
**Title:** Decentring Work: Critical Perspectives on Leisure, Social Policy and Human development  
**Category:** Sociology / Leisure Studies  
**Publication Date:** November 2010  
**Price:** \$34.95  
**ISBN:** 9781552385005  
**ARCs Available:** Yes  
**Co-op Available:** Yes

**Author:** Donald I Ray, Tim Quinlan, Keshave Sharma, and Tacita Clarke  
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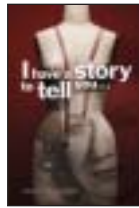
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